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BROADCASTING

Vol. 19 • No. 9

Broadcast Advertising

NOVEMBER 1, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 2[illegible]th issue (Yearbook Number) Published in February

Nov 1 1940

BUSINESS ADMINISTRATION
Miami University
LIBRARY

RECEIVED
NOV 18 1940
MIAMI UNIVERSITY

VOTE

WOR

☛ *that power-full station.*

☛ *Brings you an impact of 135,000 watts at one of the lowest base rates in Greater New York.*

☛ *Advertising America's candidate for advertising's tough jobs of 1941!*

$

SHE'S DELIVERED THE "PROFIT CAKE" TO WLS FOOD ADVERTISERS FOR 12 YEARS!

IN uncounted kitchens of Chicago and Mid-West America, Martha Crane is as welcome as sunshine and more important than the family cookbook. In October 1940, Martha celebrated her 12th anniversary with WLS—12 successful, selling years in which she has built a loyal audience of buying housewives.

On her "Feature Foods" half-hour program (assisted by Helen Joyce—who's about to celebrate her 8th anniversary on WLS too) she chats informally about problems of kitchen and home—and about the products of "Feature Foods" advertisers.

HELEN JOYCE

In addition, during the past two years, throughout Chicago and suburbs, these two WLS Homemaking experts have conducted "clinics" before more than 7,000 clubwomen—and cooperated with stores making displays of "Feature Foods" products, in more than 100 "store promotions" with Class A independent grocers and major chains.

"Feature Foods" is an unusual food-selling program—combining a most complete and highly successful sales and merchandising plan. Participation in all its activities, with three or six WLS broadcasts weekly, is offered advertisers of kitchen-used products. Write to WLS—for full details, success stories and case histories of the results it secures . . . or ask any John Blair man.

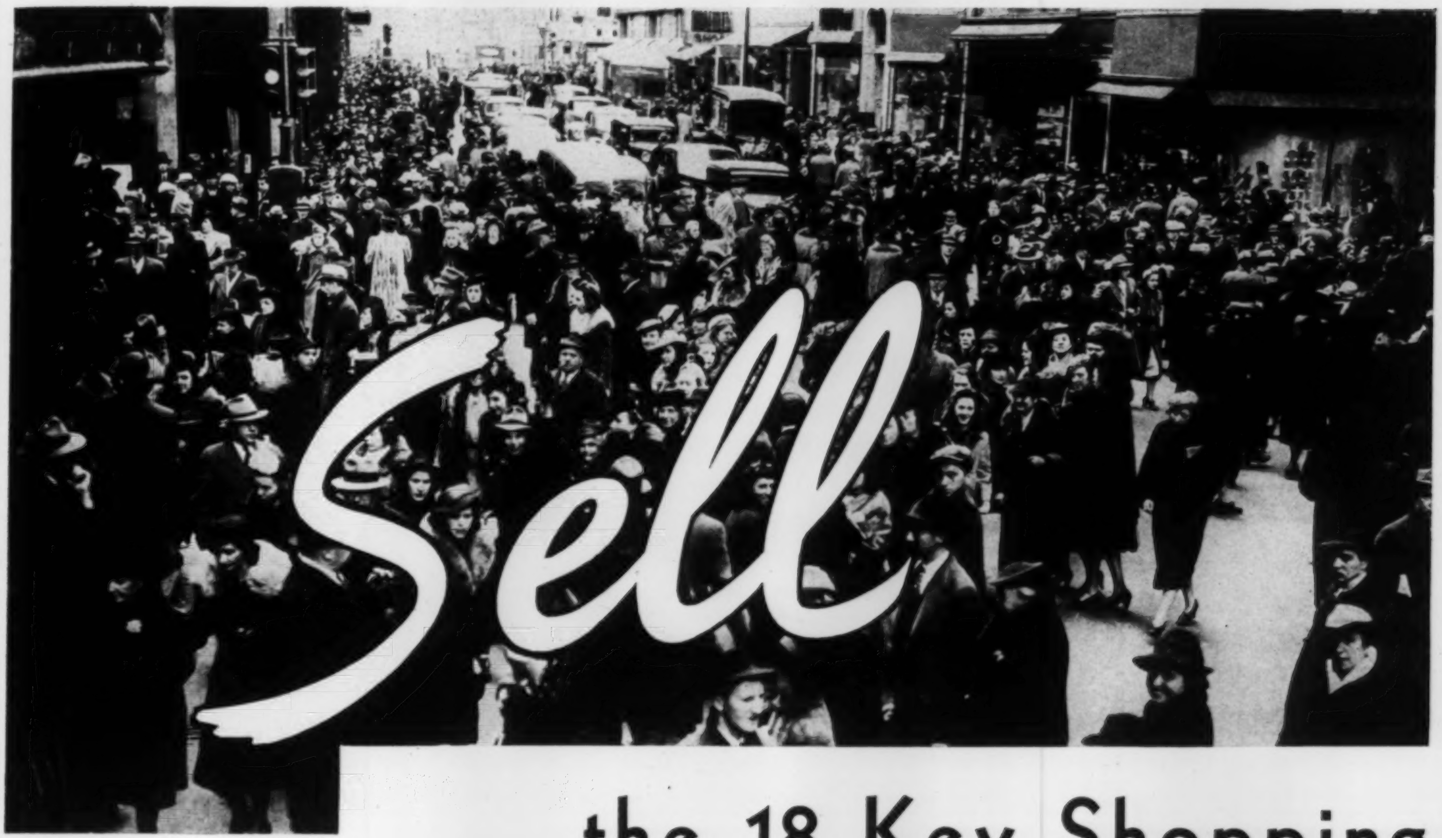
870 KILOCYCLES • 50,000 WATTS
WLS
CHICAGO

National Representatives • JOHN BLAIR & CO., CHICAGO

THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, *President* GLENN SNYDER, *Manager*

NBC
BLUE AFFILIATE



. . . the 18 Key Shopping Centers of New England with The YANKEE NETWORK

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WHAI	Greenfield
WBRK	Pittsfield
WLLH	Lowell Lawrence
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston Auburn
WSYB	Rutland

THERE is no substitute for the complete and intensive coverage provided by The Yankee Network, in this compact market.

Thirteen cities in 10 counties account for 68.5% of New England's retail sales — and in 13 counties, 75.6% of the retail sales are produced. In every strategic buying area The Yankee Network dominates in acceptance — in many markets its coverage is exclusive!

The particular type of local acceptance this provides, insures response that is possible only thru this combination of stations.

Now — with normal, prosperous industrial operations augmented by huge defense orders (New England Council reports $1,161,331,539 for June 13 to Oct. 5 alone) New England is one of the biggest ready-money markets in America.

Plan to take immediate action to get the benefit of this increased buying power with a consistent campaign on The Yankee Network.

THE YANKEE NETWORK

21 BROOKLINE AVENUE BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

LEADERSHIP *in Library Service*

Technical Perfection

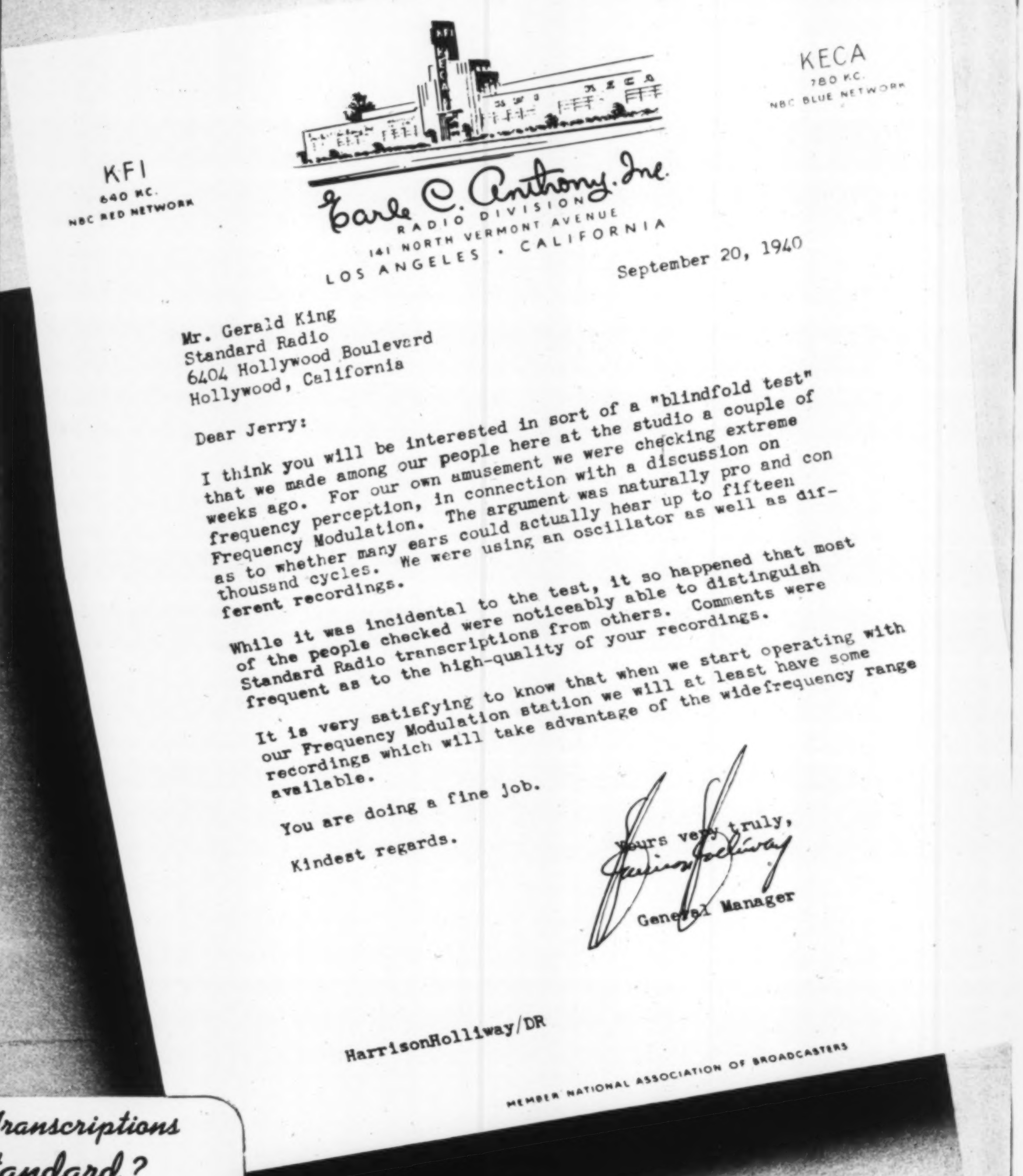
—an Outstanding Characteristic of Standard Program Library Service . .

Standard Radio's subscribers agree that the perfection of the Orthacoustic method of recording, as used by Standard, results in startlingly life-like realism, and a frequency range to satisfy the most exacting high-fidelity demands. These qualities make Standard Transcriptions particularly desirable for Frequency Modulation broadcasting; they are now in use by F.M. Stations W9XZR, Chicago, and W3XMC, Washington, D. C. The final touch of perfection is added by Standard Radio's Victrolac pressings, with their amazingly low surface, greater depth and brilliance, and remarkably long life.

Technical perfection is evident also in Standard Radio's "SPOT-ADS"—clever dramatized commercials which daily demonstrate their ability to sell *to* sponsors as well as *for* them. Series A for USED CAR DEALERS, Series B for CLOTHING STORES, Series C for FURNITURE STORES; other groups to be announced shortly.

Write for information on Standard Radio Library Service, Standard Radio's new Tax-Free Library, Standard Radio's SPOT-ADS and Standard's Super Sound Effects.

"... high quality of your recordings"



KFI
640 KC.
NBC RED NETWORK

KECA
780 KC.
NBC BLUE NETWORK

Earle C. Anthony. Inc.
RADIO DIVISION
141 NORTH VERMONT AVENUE
LOS ANGELES · CALIFORNIA

September 20, 1940

Mr. Gerald King
Standard Radio
6404 Hollywood Boulevard
Hollywood, California

Dear Jerry:

I think you will be interested in sort of a "blindfold test" that we made among our people here at the studio a couple of weeks ago. For our own amusement we were checking extreme frequency perception, in connection with a discussion on Frequency Modulation. The argument was naturally pro and con as to whether many ears could actually hear up to fifteen thousand cycles. We were using an oscillator as well as different recordings.

While it was incidental to the test, it so happened that most of the people checked were noticeably able to distinguish Standard Radio transcriptions from others. Comments were frequent as to the high-quality of your recordings.

It is very satisfying to know that when we start operating with our Frequency Modulation station we will at least have some recordings which will take advantage of the widefrequency range available.

You are doing a fine job.

Kindest regards.

Yours very truly,
Harrison Holliway
General Manager

HarrisonHolliway/DR

MEMBER NATIONAL ASSOCIATION OF BROADCASTERS

Are your Transcriptions up to Standard?

271 Standard Stations Answer: "Yes!"

Standard Radio
HOLLYWOOD CHICAGO

The lost word . . .

There is a word that has become lost in the world of radio.

Nobody uses it. No mind turns to it as to a needed and familiar aid.

Talk of radio and world news and you'll not speak it, for you'll need roomy phrases . . .

Talk of radio as fun, and you won't either, for you'll be talking in millions about Major Bowes or Kate Smith fans.

Or talk of radio as an advertising medium and you won't go near it, for you'll spin endless success stories and really pull out the verbal stops.

The truth is that radio is now so vast, so sprawling, so splayed out over states, countries, continents, seas, that the mind reaches always for the vast image, the big, big word, to attempt to meet this giant on its own ground.

How long since you've heard anybody use the word

⇨

smaller about radio?

Yet there is one thing about radio that has been growing smaller for years.

That thing is the cost of reaching a radio listener.

Today it's just about half what it was four years ago.

About half is a whole lot smaller.

And that "smaller" is maybe the biggest thing (there we go again) any advertiser should consider as he considers radio of 1940.

How did that "smaller" happen?

Many things happened to make it happen.

First of all something happened to this country. By 1930 Americans already liked radio—it wasn't a gadget or a gag any more; it worked, it amused and interested them. And they liked it fine. Twelve million families liked it enough to own a radio set.

Then from 1930 onwards, this country went overboard about radio, went hungrily, happily mad about radio. And now in 1940, twenty-eight million families own a radio. Or two or three or more radios.

(Regard that a minute. A country that has twenty million families without a telephone has only four million families without a radio!)

Secondly, going overboard, and being American with the American's energy and enthusiasm, something happened to the habits of listening in this land. In 1930, the average radio family listened for 3.9 hours a day. Today 86% of all radio families listen an average of over *five* hours a day—something like 126 million hours a day, every day, of listening.

It's crazy, sure. It's impossible, maybe. But programs have got better, habits have got fixed, and that's how repeated polls, surveys, competitive surveys, non-competitive surveys, joint surveys, make it come out. That's America for you—nothing half-hearted about the way it goes for what it likes and wants and needs.

And while these two things were happening to the country (item: increase in ownership; item: increase in listening), two other things were happening to CBS.

In those same ten years CBS grew from 61 stations to 110—and its own listeners increased from over seven million families to over twenty-seven million a day.

And CBS programs grew too—grew in human appeal, in expertness; some got funnier, others finer, all found more and surer ways to make men and women look forward to them, never miss them, talk a lot of them to friends and neighbors.

This isn't just a theory. In the last four years alone, the typical CBS evening half-hour program has gone up 99% on the CAB program ratings. 99%!

⇨

THE LOST WORD

Which means that the typical CBS evening half-hour program today is heard by twice as many families out of every hundred radio families as four years ago. With millions more radio families to draw on for that "twice as many".

And that's expansion on every frontier—ownership, listening, CBS station growth, CBS popularity.

The only contented laggards in all this forward march have been CBS time and radio talents costs. *Their* tempo has been quiet. They have been taking it easy.

Regard this one fact against all the preceding expansion and acceleration, and you come smack up against a mighty piece of news:

In *actually delivered*, *listening audience*, CBS today gives you nearly two thousand families at a price which got you only one thousand families just four years ago.

So CBS today is not only delivering the largest, most interested, most listening audience it ever has . . .

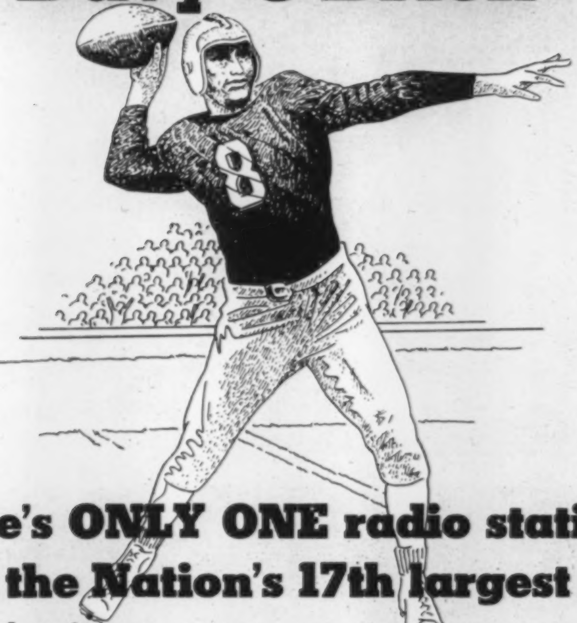
The net cost per listener in that audience is smaller than ever before.

It's the biggest smaller in advertising history.

COLUMBIA BROADCASTING SYSTEM
485 Madison Avenue, New York City

The detailed and charted facts behind this piece are brought together in a booklet called "More for the Money." It will be sent you at your request.

There's Only ONE Davy O'Brien



And there's ONLY ONE radio station that blankets the Nation's 17th largest market

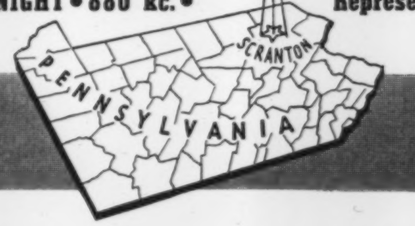
that's **WGBI**

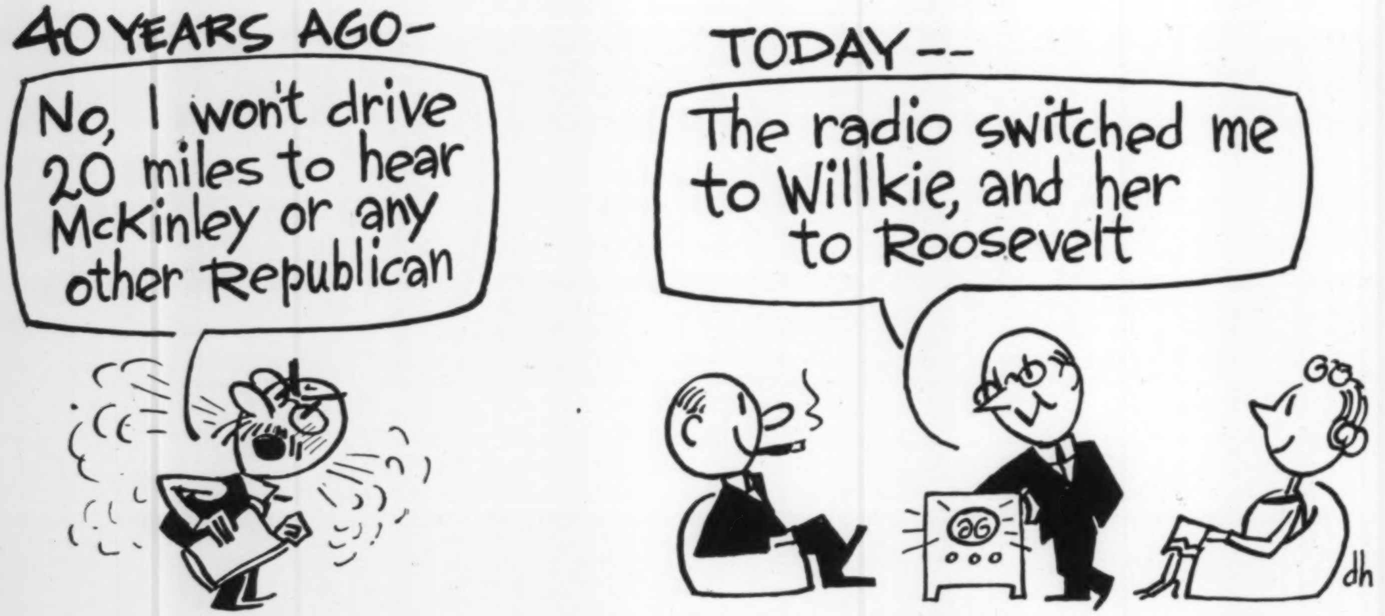
In the Scranton—Wilkes-Barre Market, the country's 17th largest, it's all WGBI. That's not hard to understand . . . for WGBI is the *only* regional or clear channel station serving its 652,000 people. More than that, recent field measurements prove that WGBI is the *one and only* station heard throughout this market. A comprehensive Dr. Starch and Staff survey revealed that 98% of the daytime listeners and 96% of the evening listeners in Scranton's home county keep their dials glued to WGBI.

Try WGBI. You'll soon discover there's a radio success story there for you.

A CBS Affiliate **WGBI** **SCRANTON, PA.**

1000 WATTS DAY • 500 WATTS NIGHT • 880 kc. • **Represented by JOHN BLAIR & CO.**




40 YEARS AGO-
No, I won't drive 20 miles to hear McKinley or any other Republican
TODAY--
The radio switched me to Willkie, and her to Roosevelt
dh

all sides get heard, these days

People used to get views and stick to 'em—good or bad—for life, because it was a lot of trouble to go listen to the other side (when you didn't much want to listen in the first place).

But today, thanks to radio, it's so little trouble to listen to "the other side" that people often listen in spite of prejudices.

Radio makes a pretty constant and conscientious business of presenting all sides of all vital public issues.

And we believe that this means a generally higher level of national intelligence.

We believe that there is less pernicious, provincial, uninformed bias and prejudice in America today than ever before.

At least, people of all sections come nearer to knowing all sides today, and to knowing *why* they believe this or that.

This, we believe, is the essence of democracy.

This, we believe, is one of the blessings of broadcasting as it is practiced in America today.

NBC is proud to have realized, early, radio's obligation and opportunity of public service in impartial presentation of all sides of all issues, and to have pioneered this principle and to have practiced it consistently from the beginning.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

A Radio Corporation of America Service

Twenty Years Young . . .

WESTINGHOUSE
KDKA
PITTSBURGH

1920 1940

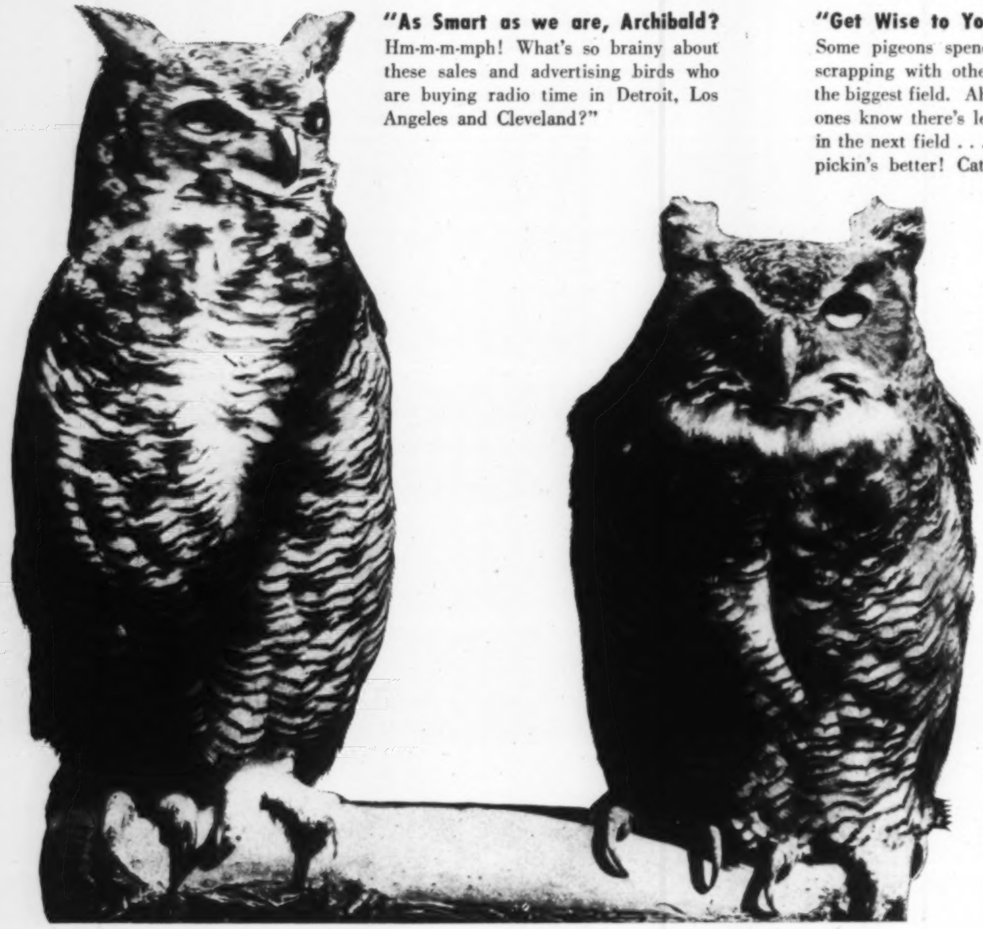
Today . . . 50,000 watt KDKA is the Master Voice in the Master Market

1920—Folks in many states thrilled to the new-born Art of Broadcasting . . . to the news that Harding was to be the next President.

1940—Our old friends may now listen to hundreds of broadcasting stations throughout the nation—yet KDKA receives, each month, mail from more than 30 of the 48 United States . . . proving listeners still remain loyal to the pioneer station.

Represented by NBC Spot Sales . . .

WISE EYES are on the *"Second Three"*



"As Smart as we are, Archibald? Hm-m-m-mph! What's so brainy about these sales and advertising birds who are buying radio time in Detroit, Los Angeles and Cleveland?"

"Get Wise to Yourself, Mortimer! Some pigeons spend all of their time scrapping with others for the grain in the biggest field. Ah . . . but the smarter ones know there's less competition over in the next field . . . sometimes find the pickin's better! Catch?"

Complete Coverage of these Booming 4th, 5th and 6th Largest Markets is yours with WJR, KMPC and WGAR

TEN to one you've already been thinking about stepping up your advertising in the "Second Three" markets. You *know* how Detroit, Los Angeles and Cleveland have been "on the boom." You're not going to pass up such opportunity. And perhaps, like many others, you've already discovered that the easiest, quickest method of blanketing these markets is through three radio stations . . . WJR, KMPC and WGAR!

It's the economical way, too. Fifteen minutes of Class A time on all three stations totals *less than four hundred dollars weekly* on a 52-week basis! Try to figure any other way of talking to nearly eight million families at such small cost! Yes, for in addition to the immediate trading areas of Detroit, Los Angeles and Cleveland . . . you also will get *bonus coverage in five different states!*

Be sure that the "Second Three" cities get the consideration they deserve in your plans for 1941. And be sure your advertising will do a job in these vital markets. *Put WJR, KMPC and WGAR on your schedules!*

WJR
THE GOODWILL STATION
Detroit
IN THE NATION'S 4TH LARGEST MARKET

KMPC
THE STATION OF THE STARS
Beverly Hills ★ Los Angeles
IN THE NATION'S 5TH LARGEST MARKET

WGAR
THE FRIENDLY STATION
Cleveland
IN THE NATION'S 6TH LARGEST MARKET

G. A. RICHARDS, PRESIDENT...LEO J. FITZPATRICK, JOHN F. PATT, LEO B. TYSON, VICE PRESIDENTS

BROADCASTING
and
Broadcast Advertising

Vol. 19 No. 9 WASHINGTON, D. C., NOVEMBER 1, 1940 $3.00 A YEAR—15c a COPY

ANA Learns About Radio From Ethridge

Advertisers Assured Supply of Music Will Be Ample; Divergent Views Heard on Effects of Defense Drive

By J. FRANK BEATTY

THOUGH it wasn't scheduled that way, the 31st annual convention of the Association of National Advertisers, Oct. 23-26, developed into a radioactive assemblage.

From the opening gavel Oct. 23 through the gridiron festival Oct. 26, several hundred national advertisers meeting at the Greenbrier, White Sulphur Springs, W. Va., discussed radio behind locked doors; heard Mark Ethridge of WHAS give a complete radio catechism in an hour and promise an ASCAP-less music supply by Jan. 1; analyzed the technical problem of commodity standards by means of a simulated radio program rehearsal; participated in a three-way conversation with news analysts in London and Berlin; enjoyed and participated in a typical quiz show.

The factual story of radio's growth, its achievements and its problems was presented by Mr. Ethridge Oct. 24 at an open session which had been billed as a "media forum." Actually it was a radio vs. magazine forum, as newspaper and outdoor representatives discussed current trends in business and government.

The more dramatic portion of radio's performance at the convention was built around the special productions staged by NBC and CBS. Impressive to the ANA members was the chance to pop questions at NBC's Fred Bate in London and Max Jordan in Berlin, who were connected directly to the Greenbrier auditorium. Abe Schecter, NBC special events director, arranged the hookup.

A CBS troupe took apart the complicated problem of commodity standards and sugar-coated it by means of a playlet built around a studio rehearsal. Sound effects, countless character parts, gags and all the trappings were woven into an educational feature by Earl McGill, CBS director.

CBS also entertained with a special version of the *Take It or Leave It* quiz show sponsored by The Wahl Co., Chicago (Eversharp), with Bob Hawk as interrogator. Some 120 genuine silver dollars in prizes helped draw a capacity crowd to the convention version of this quiz program.

NBC brought down a big company for the "Ad-Ribbers Club Show," the fifth of its kind in recent ANA history. Special music and gags were presented in musical comedy form. Wilfred Roberts produced the show.

Prospects for 1941

The defense problem and the international war situation entered into the cenvention procedings, but not to an outstanding extent. Whereas Paul B. West, ANA president, prophesied a prosperous advertising year in 1940, with most advertisers planning increased budgets, Leo M. Cherne, executive secretary of the Research Institute, warned of severe upheavals in business methods as the defense program develops and the country assumes a more warlike aspect.

In defense and war discussions, little mention was heard of "escape clauses" in advertising contracts, though I. W. Digges, ANA counsel, has drawn up a standard escape provision that applies in case a plant is taken over by the Government. This clause, of course, would permit advertisers to cancel contracts in such cases.

The New CAB

The relative efficiency and the cost of various types of audience surveys were gone into with considerable detail at closed meetings held during the opening day of the convention. It is at these closed meetings that advertisers air their media gripes and discuss ways of relieving them. Presiding at the radio roundtable were D. P. Smelser, research director of Procter & Gamble, and Al Lehman, of the ANA staff.

Of special interest was the extension of the Cooperative Analysis of Broadcasting (Crossley), which went into effect with end of Daylight Saving Time. A revised "telephone recall" technique has been adopted to obtain greater accuracy and the sample has been raised from 500,000 to 700,000 annually [BROADCASTING, Oct. 15].

ANA subscribers to the survey they underwrite were promised better rating of programs difficult to recall, since no listener is now asked to recall more than eight programs as compared with 16 under the former method. This is expected to combine advantages of the coincidental survey while utilizing the reduced number of calls required under the recall technique.

THE ANA's official radio experts, Al Lehman and D. P. (Doc) Smelser, presided at the closed broadcast roundtable that marked the opening day's sessions. Lehman is a member of the ANA executive staff and assistant treasurer of Cooperative Analysis of Broadcasting; Smelser is research director of Procter & Gamble Co., Cincinnati.

Further refinements and improvements in CAB rating were promised. A new plan of subscription rates was discussed by the advertisers.

Brief attention was given at the closed radio session to talent, union

THE BROADCASTING industry was there, too, with networks and stations well represented. Radio spokesman at the ANA meeting was Mark Ethridge (left photo, in center) flanked on his right by Preston H. Pumphrey, BMI, and on his left by Ex-Senator George Wharton Pepper, outdoor industry counsel. From Oklahoma City came Edgar T. Bell (center photo, left), business manager of Oklahoma Publishing Co. and E. K. Gaylord, publisher, who represented WKY-KLZ-KVOR as well as their newspaper interests. Between them is Arthur Hill advertising manager of Johnson & Johnson. Best dressed conventionite was Arthur Church (extreme right), president of KMBC, Kansas City, who was caught at the registration desk with C. L. Saperstein, of Thomas J. Lipton Inc., whose company is sponsoring *Helen Hayes Theatre* on CBS.

FOOD, refrigerators and vacuum cleaners were represented as four ANA delegates (left photo) were snagged by BROADCASTING'S cameraman. They are (l to r) Donald Colvin, advertising manager, Hoover Co.; W. E. Malone Jr., assistant advertising manager, Kelvinator Division, Nash-Kelvinator Corp.; George Morrell, publicity director of John Morrell & Co.; Joe Collins, advertising manager, Libby, McNeill & Libby. An interested triumvirate (center) consisted of Paul McElroy, advertising manager, Ethyl Gasoline Corp.; Lee Bristol, vice-president, Bristol-Myers Co.; John H. Platt, advertising manager, Kraft Cheese Co. Allen T. Preyer (extreme right), executive vice-president of Vick Chemical Co., and former ANA board chairman, chats with G. M. Robertson, GE sales promotion executive and an industrial advertisers' round-table speaker.

and music problems but these aspects of radio advertising received only cursory discussion. The broadcasting industry was credited with showing "guts" in its handling of the ASCAP problem, and apparently was deemed capable of working out the problem itself. The idea of sponsor-ASCAP licenses received no encouragament.

The anticipated battle royal among the four media—radio, newspapers, magazines and outdoor — developed into technical forays by Mr. Ethridge, on behalf of radio, and Roy Larsen, president of Time, Inc., on behalf of magazines. The newspaper and outdoor protagonists discussed politico-science trends of the era.

Newspaper Plea

On behalf of newspapers, Grove Patterson, editor of the *Toledo Blade*, said "the institutions of democracy rest more certainly and more securely upon the foundation of a free press than upon anything else in the world." He outlined contributions of newspaper to democracy and spoke of the growing inroads of government into business, advertising and publishing. He asked business to support the newspapers and not to withdraw national advertising from them.

Ex-Senator George Wharton Pepper, counsel to the outdoor industry, discussed development of business-control tendencies in the Federal Government. He recalled that the Federal Trade Commission, which began as an agency to guard against unfair competition, now is exercising control over advertising media and copy, along with labels and claims. The third-term issue is vital, he said, in that it takes "diversity of representation" from Commission appointments as more and more appointees owe their jobs to the current Administration.

After the two generalized speeches for newspapers and outdoor advertising, the media battle began in earnest when Mr. Ethridge started a straightforward story of what broadcasting offers the advertiser and what problems the industry faces. Introduced by Paul West, ANA president, as "a newspaperman who represents radio," Mr. Ethridge quickly diverted all thought from his newspaper

(*Continued on page 88*)

Radio Advertisers Indicate 1941 Budget-as-Usual Plans

WITH Paul B. West, Association of National Advertiser's president, indicating a general increase in advertising budgets next year, a checkup with a number of radio users tended to support the view that 1940 will be a good radio year despite the uncertainties that now confront business.

Mention frequently was made of the defense angle and the possibility of war, but most sponsors are going ahead as usual, with one eye on general business and the other on war news. In a number of cases new products are being launched, war or no war, and radio advertisers clearly showed they weren't frightened — not yet, at least.

Planning for Next Year

S. C. Gale, General Mills advertising manager, indicated the firm again would be active in baseball next year, though considerable risk is involved in signing for time and the right to broadcast games in view of the uncertain international situation. General Mills' lack of interest in football, he said, is due to the declining consumption of prepared cereals in the cooler autumn weather, and the long interval between games along with sporadic schedule arrangements.

Experiment of E. I. Dupont de Nemours & Co. in presenting Alexander Woollcott in a new type of *Cavalcade* program was on the mind of William A. Hart, advertising manager, as he discussed plans for the American narration and its episodic treatment, which will be heard in the next month or two. Mr. Hart said Dupont is placing announcements for Zerone and its new Zerex, both anti-freeze products, immediately after *Cavalcade* programs, without relating them too closely to the program itself. A radio campaign is planned later on for the Dupont paint line, he said.

Popular local shows on a large number of stations are proving effective for Va-tro-nol and Vaporub, according to Allen T. Preyer, executive vice-president of Vick Chemical Co., Greensboro, N. C. Mr. Preyer was an ANA director this year and in 1939 was chairman of the ANA board, highest post in the association.

Vick had negotiated early in the season for a serial version of *Gone With the Wind*, and had auditioned two episodes. The project was dropped for the time being when the David O. Selznick film interests declined to permit a radio version of the Civil War tale while the picture was still being exhibited on a road-show basis. In 1941 the film will be shown at popular prices but its radio future is undetermined.

Through extensive advertising the firm has developed an enormous market for its products, the campaigns always including heavy use of radio. Vick has used high-priced name talent through the years but of late has depended more on entertainment appeal and sales effectiveness rather than on the pulling power of big names. Morse International, New York, is the Vick agency.

C. L. Saperstein, advertising manager of Thomas J. Lipton Inc., Hoboken tea concern, said early reports on the new *Helen Hayes Theatre* are highly favorable and expansion of the CBS network at the first of the year is contemplated. Prior to the new network series, Lipton had been a user of spot, along with printed media.

Libby, McNeil Preparing

A program that's all dressed up with no place to go is being fondled by Libby, McNeill & Libby, Chicago. As soon as the desired air facilities can be acquired, Libby will be ready, it was indicated by Joe Collins, advertising manager. The firm, which has well over a hundred products, used radio earlier this year. Agency is J. Walter Thompson Co., Chicago.

Another new program that is pleasing its sponsor thus far is the John B. Kennedy news roundup on NBC at 9:30 p.m. The five-minute programs have been sponsored for several weeks by Nash-Kelvinator Corp., Kenosha, Wis., auto and refrigerator manufacturer. Nash-Kelvinator has been a potent factor in autumn markets with its new models and price reductions. W. E. Malone Jr., assistant advertising manager of Kelvinator Division, praised the coming entrance of BROADCASTING into the weekly field. He likes the idea, he said, because news will be fresher and there will be less reading matter to scan at one time.

The new ANA board chairman, H. W. Roden, president of Harold H. Clapp Inc., is also a new radio advertiser, having recently started a strip serial, *Mother o' Mine*, on NBC-Blue. While Clapp has used printed media in the past, it now joins other American Home Products subsidiaries in radio promotion. Most of the American Home units use radio almost exclusively.

Miles Labs Going Big

A leading radio user, Herbert S. Thompson, advertising manager of Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), looks for still greater national interest in the firm's popular *Quiz Kids* program. Among other Miles programs are *Alec Templeton* and the *National Barn Dance*. Later on the *Quiz Kids* may pit youngsters from various cities against each other.

Miles is in the midst of a startling distribution campaign in which it hopes to place a new product into the entire national market within 30 days. The new product is 1ADay, containing vitamins A and D. The Miles programs will carry 1ADay messages during the distribution drive and after its marketing setup has been established.

Cities Service Co., sponsoring one of the oldest programs on the air, *Cities Service Concerts*, finds that its half-hour audience is about as large as that built by the series when it lasted an hour. An immediate drop was noted, however, at the time the shift was made but recovery soon followed, according to J. J. Delaney, assistant advertising manager.

The power of news, especially when the "scoop" element is woven into continuity is illustrated by the MBS program featuring *Arthur Hale, Confidentially Yours*, according to Ben Pollak, advertising manager of Richfield Oil Corp. of New York.

White Collar Labor Status Clarified

Complaints of Industry Are Largely Met by New Decision

RE-DEFINED classifications of "white collar employes" exempt from provisions of the Fair Labor Standards Act, believed to remedy the bulk of broadcasters' wage-hour difficulties under the statute, went into effect Oct. 24, the same day on which the standard workweek under the Act became 40 hours. The amended regulations were announced Oct. 14 by Col. Philip B. Fleming, administrator of the Wage & Hour Division of the Labor Department.

In amending the definitions of "administrative," "executive," "professional" and "outside salesman," the Wage-Hour Division has broadened the exemption base considerably, effectively answering most of the complaints of broadcasters in this regard. Coupled with the Division's recent memorandum limiting the scope of "employment" of radio performers on sustaining programs, the modifications are thought likely to relieve much of the broadcaster-employer's burden, compared with conditions prevailing heretofore [BROADCASTING, Oct. 1, 15].

"Administrative" Exemption

The principal change in the "white collar" regulations is a separate definition for the "administrative" employe, formerly defined together with "executive". Under the revised definitions an "executive" remains one whose primary duty is management and who, among other qualifications, gets $30 or more weekly. Administrative employes are more broadly defined to include those whose duties, while important and associated with management, are functional rather than supervisory, and who are paid "a salary commensurate with the importance supposedly accorded the duties in question." The regulations require that such a salary be "not less than $200 a month." Thus, if these employes work at non-manual assignments requiring the exercise of discretion and independent judgment, and if they receive $200 a month or more, they need not record their hours or be paid overtime under the law.

Since the principal difficulty in the original definition of "executive" lay in the definition of "substantial" in the requirement that "an executive do no substantial amount of the work done by his subordinates", the new regulations set "more than 20% on an hourly basis" as the meaning of "substantial." Thus, a foreman (or chief engineer) listed on payroll records as exempt from overtime because he comes under the "executive" definition could work no more than eight hours weekly at the same kind of work done by his non-exempt subordinates, with the subordinates operating on a 40-hour week. If he worked more than eight hours at such work, he would be classed as a working foreman and the employer must pay overtime for hours in excess of 40 per week.

Artists Included

The definition of an employe in a "professional" capacity has been broadened by including the artistic professions and narrowed by the requirement that the "professional" employe exempt from overtime requirements must be paid at least $200 per month. However, this salary requirement does not apply to licensed members of the legal and medical professions.

The definition of "outside salesman" was broadened to assure exemption of advertising solicitors selling radio time and publication space, as well as driver-salesmen and freight solicitors.

Commenting to BROADCASTING on the effect of the revised definitions, Joseph L. Miller, NAB director of labor relations, who was active in pressing for broadening of the exemption base, commented:

"Substantial Improvement"

"Although the new definitions are not all the broadcasting industry had hoped for, they are a substantial improvement over the old ones. For one thing, the new definition of 'executive' makes it much easier to determine when an employe is an executive. Under the old definitions, no employe was an executive when he did a 'substantial amount' of work of the same nature as non-exempt employes. No two persons—including the Wage & Hour Division's lawyers—seemed to have the same idea of what constituted a 'substantial amount.' Now the Administration has substituted '20%' for 'substantial amount.' This definite figure makes a much better yardstick.

"The new definition of 'professional', likewise, is much better than the old. Radio announcers, writers, producers, actors, musicians and the like, whose work is 'predominantly original and creative in character' and who make $200 or more a month are now clearly exempt.

"The new definition of an 'outside salesman' also leaves no doubt as to the exemption of radio's outside salesmen.

"It is an unfortunate coincidence that the Administration's re-definitions of exempt employes came out simultaneously with a new memorandum on the question of what performers on sustaining programs were employes. A great deal of confusion has arisen. Although the memorandum on sustaining performers listed a large number of categories which the Administration did not consider to be employes, a great many others were not touched upon, and their status is still in doubt. Many of these will have to be taken up with the Administration, case by case, to establish a pattern for all stations to follow."

Six "Professional" Tests

In an Oct. 24 letter to Joseph Curran, president of the Greater New York Industrial Union Council, Col. Fleming emphasized that the $200-per-month provision will not necessarily increase the number of exemptions to the extent it might appear at first glance, since additional conditions also must be met. He pointed out that the "professional" employe, to obtain exemption, must meet six different tests: His work must be intellectual and varied in character; it must require the exercise of discretion; it must be of the type whose output cannot be standardized; not more than 20% of the workweek can be devoted to nonexempt work; the employe must be paid not less than $200 per month; and finally, the work must fall within either one of the recognized learned professions or one of the recognized artistic professions.

"The old definition of 'professional' did not cover employes in the artistic professions," Col. Fleming pointed out. "Actually there is good reason for describing as 'professional' such persons as moving picture actors, to take a single example. Thus, there will be some union members who will be exempt as professionals who have not heretofore been exempt.

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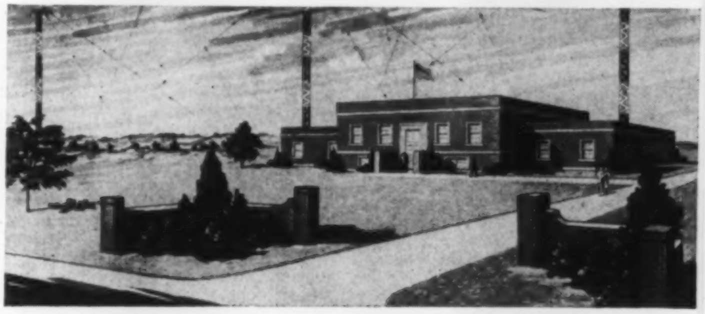

NEW 50 KW. plant of WBAL, Baltimore, as conceived by Artist Otto F. Mahrenholz. A Westinghouse transmitter and three 500-foot American Bridge Co. towers have been ordered, contract for the former having been signed in October by General Manager Harold C. Burke in company with E. M. Stoer, manager of Hearst Radio Inc., G. W. Cooke, WBAL chief engineer, and representatives of Westinghouse. Authorized Sept. 10 to increase from 10 kw. to 50 kw., the new plant will be ready next spring.

Ed Kirby Slated As Army Liaison

Military or Civilian Status Is Not Yet Determined

POSSIBILITY that Edward M. Kirby, public relations director of the NAB, will join the War Department as a civilian aide on radio rather than as a commissioned officer, was seen in developments during the last fortnight relating to creation of a radio section in the public relations department of the Army.

Originally slated to become head of the new radio organization, with rank of Major [BROADCASTING Oct. 15], Mr. Kirby's actual status now appears to be the only remaining question. The NAB Executive Committee, at a special meeting in Washington Oct. 25, offered Mr. Kirby's services to the Army as a civilian expert on a "dollar-a-year" basis. The authorization of the Executive Committee was that Mr. Kirby be detailed to assist in the setting up of the radio branch for such time as his services might be needed, after which he would return to the NAB.

A Radio Liaison

The original plan was to reinstate Mr. Kirby in the Army Reserve and recall him to active duty. He graduated from Virginia Military Institute in 1926 as a Second Lieutenant in the Field Artillery and therefore holds a military status. Upon his call to active duty, it was planned to commission Mr. Kirby as a Major and place him in charge of the radio section.

The function of this new unit will be to handle all radio liaison for the Department during the current period of non-involvement. Coordination of relations with radio in fostering recruiting and keeping the public informed will be the principal activity.

The War Department now has a radio and pictorial section but the organization chart calls for separation of these functions. The importance of radio in keeping the public informed and in maintaining morale motivated the War Department in its decision to set up a separate section. There would be a staff of script writers as well as contact officers in the various corps areas to handle the radio job.

Axton-Fisher Plans

AXTON-FISHER TOBACCO Co., Louisville, frequent user of network radio, on Jan. 3, 1941, will start a 52-week program for Twenty Grand cigarettes on NBC-Blue. Titled *Happy Birthday to You*, the series will be heard Fridays, 9:35-10 p.m. No further details on the program have been released by Weiss & Geller, New York, agency in charge.

Remington 'Newsroom'

REMINGTON RAND Co., New York, on Oct. 30 starts Wednesday night sponsorship of NBC-Red's five times weekly *Newsroom of the Air*, which features John W. Vandercook in New York and pickups from various European capitols. The Remington program promotes typewriters and electric shavers and is handled by Leeford Adv. Agency, New York. Broadcasts are heard 7:15-7:30 p.m. on 26 Red stations.

Post-Election Era Expected To See Regulatory Changes

Wheeler Bill to Create New Radio Agency May Be Revived; Brown Successors Are Mentioned

By SOL TAISHOFF

WHETHER it's Roosevelt or Willkie on Nov. 5, Federal radio regulation appears slated for an overhauling.

Re-election of the President, it is felt in usually well-informed circles, might see revival of the McNinch-fostered plan of Feb. 9, 1939 to abolish the present Commission and create an entirely new agency. Such a bill, still pending, was introduced by Chairman Wheeler last year at the behest of Mr. Roosevelt. The President expressed himself pointedly at the time on revamping of the FCC.

A Willkie victory obviously would mean a top personnel reorganization of the FCC. But beyond that, because of strong Republican sentiment in Congress against the FCC, an investigation and then a reorganization is deemed inevitable.

Successor to Brown

Should the Republicans return to power, chairmanship of the Commission would pass from James Lawrence Fly to a new appointee, assuming the existing organization is retained. The only regular Republican on the FCC is Norman S. Case, former Governor of Rhode Island. With the withdrawal of the nomination of Thad H. Brown for a new FCC term by President Roosevelt, a non-Democratic vacancy now exists. The third non-Democrat is George H. Payne, of New York.

The Brown vacancy, as a matter of fact, may never be filled. If Mr. Roosevelt has in mind reorganization of the FCC, and if he is reelected, he probably will not appoint a successor. He has announced that the new nomination, if any, will not go to the Senate until after the election.

Meanwhile, several campaigns are going forward for the Brown post. If normal processes are pursued, and a successor is named, emphasis is being placed on selection of a Western Republican because of the absence of representation of the Far West on the agency.

Withdrawal of Col. Brown's nomination to serve a seven-year term from last June 30 did not come as a surprise since it was generally known the nomination was stymied in the Senate Interstate Commerce Committee.

While a half-dozen names are being bandied about for the Brown vacancy, few appear to have substantial backing at present. Commissioner Frederick I. Thompson, named in April, 1939 to fill the unexpired term of Judge E. O. Sykes, which runs only until next June 30, is reported seeking the seven-year appointment vice Col. Brown. If this strategy is followed, a Democrat would be named for the long term, with the non-Democratic replacement for Col. Brown named only for the remaining eight months of the Thompson tenure.

Kendall Suggested

Greatest activity for the Brown successorship is emanating from the West. Former Judge John C. Kendall, of Portland, Ore., a radio practicioner on the Coast, appears to have strong industry and party support. Among others from the West mentioned are Ray C. Wakefield, of San Francisco, member of the California Railroad Commission and vice-president of the Ass'n of Railroad Commissioners, and former Gov. Phil LaFollette, of Wisconsin, a Progressive. Gov. LaFollette was mentioned a year ago for the Sykes vacancy. He now is practicing law in Milwaukee.

News reports published in Washington during the last fortnight named Willis J. Ballinger, economic adviser to the Federal Trade Commission, and a native Washingtonian, as a possible nominee. Inquiries in Administration circles, however, failed to yield any substantial basis for this report.

Another name heard was Nelson Lee Smith, chairman of the New Hampshire Public Utilities Commission, said to be supported by

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Party Purchases In Closing Days Above Estimates

Deluge of Radio Talks Marks End of Presidential Race

FEVERISH time-buying by political parties and their local and national organizations has lifted political broadcast business out of the doldrums as the Presidential campaign nears its end. The eleventh-hour rush for broadcast facilities in closing days may push revenues from political broadcasts as high as the $2,000,000 mark, according to estimates reaching BROADCASTING. This is a far cry from the early-season estimates of barely a half-million dollars and bears evidence of the important status accorded radio by campaign strategists.

The rapid rise began during the last month and will climax Nov. 4, eve of Election Day, with both major parties planning intensive last-minute radio appeals. With both President Roosevelt and GOP Candidate Wendell L. Willkie active in the campaign, networks and stations alike benefited from the resultant needling of campaign activity.

Payment Not Guaranteed

In view of the restrictions placed on campaign expenditures of individual political parties by the Hatch Clean Politics Act, there have been some conjectures as to just how the last-minute burst of radio activity is going to be paid for. However, it is known that the agencies handling the Republican and Democratic accounts are not guaranteeing payment to the networks. So presumably the broadcaster will be called upon to carry political parties' balances on his books until the parties can raise the money.

Based on time already used or contracted for, the three national networks have estimated total political revenue during the campaign period at about $1,350,000. Of this amount it is estimated NBC's Red and Blue will account for $750,000, CBS $450,000 and MBS $150,000. To this figure should be added an incalculable amount of locally sponsored time on local stations and regional networks. On the basis of these estimates, total revenue from political time sales may reach $2,000,000, it is thought.

According to an estimate of G. W. (Johnny) Johnstone, radio director of the Democratic National Committee, his organization will spend in the neighborhood of $600,000 on radio time by campaign-end. The Democrats have been spectacular in time purchases, making frequent use of all three networks at once. The party on election eve is buying what is regarded as the largest single block of political time ever sold, from 10 p. m.-midnight on NBC-Red and Blue and MBS and 11-midnight on CBS. The original radio budget of $250,000 has been more than doubled.

GOP Purchases

The National Republican Committee early in the campaign set a $150,000 budget for time-buying, according to Wells (Ted) Church, its radio director, and he has indicated that, apart from a possible rise of about $50,000 or so, this would be about all the committee

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CONSCRIPTION LOTTERY DRAMA

Networks Carry Drawing of Numbers; McCormick Sees His Summons While at Microphone

MBS
MBS
MBS
MBS

THE THRILL that comes once in a lifetime was experienced Oct. 29 by Stephen McCormick, chief announcer of WOL, while he was handling an MBS pickup from the selective service lottery in Washington. While Commentator McCormick described the lottery procedure he was nudged by Walter Compton, MBS presidential announcer, working with him on the broadcast. "Isn't your registration number 105?" asked Compton. "Yes, why?" McCormick answered. Then looking at the blackboard carrying the drawn numbers he exclaimed, "The 19th number is mine!" After a breathless moment he turned to Compton, opined: "Maybe you should interview me." Whereupon the pair entered into a bona fide MBS interview on how it feels to be drafted. NBC also claims some sort of "coincidence honor", what with two of its New York employes—Evan Wylie, of the special events department, and Alwin Foster, of the research department—holding numbers 158 and 192, the first two numbers drawn.

CLIMAXING its intensive cooperation with National Selective Service Headquarters in laying the groundwork for the first U. S. peacetime conscription, radio played a stellar role in the drama of the selective service lottery, held Oct. 29 in the Departmental Auditorium in Washington. All three national networks brought microphones into the auditorium to carry President Roosevelt's address and chronicle the drawing of the first registration numbers.

A Thrilling Spectacle

It was a great show for radio. As the first number—158—was announced by the President into the microphones, a woman in the back of the auditorium shrieked. Her 21-year-old son held No. 158 in the Washington registration. All three networks interviewed her on the spot, along with her husband, who as an American Legionnaire was acting as a guard of honor at the ceremonies. At another point, as he was describing the scene, Stephen McCormick, WOL chief announcer handling the MBS pickup, witnessed the drawing of his own number—105—and was interviewed for the network immediately by Walter Compton, MBS presidential announcer.

All three networks carried a 45-minute pickup direct from the auditorium, and later in the day scheduled special features, including interviews with prospective trainees whose numbers were among those drawn early in the lottery. Handling commentaries for NBC was Carleton Smith; CBS, Bob Trout; MBS, Stephen McCormick and Walter Compton. From midnight to 3 a. m., Oct. 30, NBC-Red and Blue carried a special broadcast on which all the 8,500 numbers drawn in the lottery were recapitulated.

Tribute to radio's past in groundwork preparations for the selective service registration and lottery was paid Oct. 15 by Capt. Ernest M. Culligan, public relations officer at National Selective Service headquarters, on an NBC broadcast. "The American people understand Selective service only because the American press and radio news agencies continue to maintain their high tradition and unequalled efficiency in promoting a public understanding of national affairs and stimulating a public consciousness of national problems," he declared. "The splendid public service they have rendered in publicizing selective service is a demonstration of the importance of a free and uncensored press and radio in a free and democratic country."

USING her *Luncheon at the Waldorf* programs as a base, Ilka Chase, star of the series sponsored on NBC by R. J. Reynolds Tobacco Co., has written an article on "How To Give a Perfect Luncheon" for the Oct. 28 issue of the new *Stage* Magazine.

Industry Geared for Music Switchover

Support of NIB and New Members Brighten BMI Prospects

By BRUCE ROBERTSON

WITH ONLY two months to go before the New Year's Eve deadline, the broadcasting industry is proceeding rapidly and efficiently with its plans for making the switchover from ASCAP to non-ASCAP music.

Heartened by the unanimous vote of support given by the National Independent Broadcasters [see page 18] and by a membership roll that now exceeds 400 stations, Broadcast Music Inc., industry-owned organization for building up radio's own source of music, has increased its floor space, staff and output to proportions that make it far and away the largest music publishing company in the world.

Ruling on Remotes

CBS has notified the orchestra leaders that a larger proportion of non-ASCAP music must henceforth be included in all remote sustaining dance broadcasts and that as of Dec. 1 such programs must be wholly non-ASCAP, a move in which the other networks are expected to concur.

While there is still talk of a possible "deal" prior to the year-end deadline, it is not emanating from radio circles. Arbitration efforts of band leaders, led by Fred Waring, apparently have fallen on deaf ears so far as broadcasters are concerned. Following a meeting of the band leaders group with NAB-BMI officials Oct. 16, little basis for further conversations was indicated.

While no formal statement came from either camp, the way apparently was left open for further discussions. But in the broadcasting industry the prevalent feeling is that the die is cast and that radio will go on a non-ASCAP basis effective Jan. 1. The NAB Executive Committee at a meeting Oct. 25, reappraised the band leaders overtures and decided on no further action. President Miller, based on his appraisal of the situation, was represented as feeling there is no basis for negotiations with ASCAP.

Hubbard Enters BMI Fold

One of the last formidable holdouts against BMI—Stanley Hubbard's KSTP, St. Paul-Minneapolis—entered the fold Oct. 25 after he had made a private and thoroughgoing investigation in New York. He also brought into BMI the tunes of the new "Hellzapoppin", Broadway musical hit. Because Mr. Hubbard has amassed one of the most complete music libraries in the country and because he has been in the thick of all past copyright controversies, his decision to join BMI was welcomed by that organization and by NAB. NAB-BMI President Neville Miller said he heartily seconded Mr. Hubbard's statement that "BMI is definitely over the hump and it is assured of success."

Signing of WDAF, Kansas City, one of the first stations to procure the newspaper form of contract from ASCAP five years ago, also was hailed by BMI. H. Dean Fitzer, general manager of WDAF, long has been in the thick of the copyright controversy, and his signing with BMI is regarded as significant.

Individual stations in ever-growing numbers have also taken steps to accustom their audiences to other than ASCAP music, many stations having entirely eliminated ASCAP numbers from their sustaining programs and, as far as possible, from local commercials as well. National advertisers and a number of band leaders have changed their theme songs to new tunes that they will be able to use after Dec. 31 and BMI and public domain numbers are becoming more and more frequent on commercial as well as sustaining programs.

ASCAP, meanwhile, keeps hammering away at its publicity campaign based on the single theme that the broadcasters, and especially the networks, are "boycotting" ASCAP music. Judging from the number of columns reprinted from newspapers and from musical and entertainment periodicals and distributed to ASCAP's mailing list, many writers have accepted without question the Society's claim that the whole affair is due to an effort on the part of broadcasters to get music for nothing.

The ASCAP program at the San Francisco World's Fair on Sept. 24, which was not broadcast, has been the focal point of the "boycott" charges to date. Latest release on that subject, received Oct. 28, is headlined "Radio Chains Music! The Press Unchains It!", with the sub-head reading "The Power of the Press Brings Out Audience of 66,805 to Hear Music Festival Barred from the Air by the Radio Chains".

Kaye's Reply

Another headline in the same piece, "Press Tops Radio! Newspapers Defeat Muzzling of 'The Stars and Stripes Forever', 'God Bless America', and 'You're a Grand Old Flag'," indicates an apparent ef-

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Cooperative Net Sponsorship Is Ordered Banned by AFM

Networks Also Notified Band Leaders and Agents May No Longer Be Charged for Remote Lines

AMERICAN Federation of Musicians has notified the major networks that, at the conclusion of present commercial commitments, AFM members will not be allowed to work on programs broadcast on the networks but sponsored by various advertisers on a local-station basis.

Prohibition is the second to be promulgated within the last two weeks by the union, which has also informed the networks that as of Jan. 1, 1941, they shall no longer charge band leaders or booking agents for wire lines to remote pickup spots. Both edicts are in accordance with resolutions adopted by the AFM 1940 convention [BROADCASTING, July 1].

Called 'Unfair'

The resolution concerning network cooperative programs, explained that they are sold to advertisers "for less than the same number of local musicians would cost if the program was sold locally" and called this "the worst kind of unfair competition". It continued to forbid AFM members "to play network radio programs wherein said program is sold commercially to different sponsors in the various towns and cities covered by said network unless the same number of musicians, exclusive of staff musicians, are employed by and paid the local scale by the radio station in each jurisdiction in which said program is sold". Resolution, after its adoption, was referred to the union's executive board for action.

Only two major network programs are affected by the prohibition—NBC's *Breakfast Club* and Mutual's *Show of the Week*. Former, broadcast for an hour each morning on the Blue Network and available for local sponsorship in 15-minute units, will run out its present contracts on Dec. 28 and will resume its former sustaining status Dec. 30, NBC reports.

At MBS headquarters it was said the *Show of the Week*, Sunday evening half-hour produced and merchandised by Redfield-Johnstone, New York, has a 39-week contract with the network, which would carry it through June 22, 1941. MBS has a number of locally-sponsored programs, but all the others are script shows which are not affected by the ruling, unless it should make it necessary for them to drop their theme music.

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Francisco, Bickel On Defense Body

COORDINATING radio, press, movie and related activities in the Federal hemispheric defense organization, formation of a four-man Committee on Communications was announced Oct. 30 by Nelson A. Rockefeller, Coordinator of Commercial & Cultural Relations Between the American Republics, an offshoot of the Council of National Defense.

Mr. Francisco

Members of the new committee include Don Francisco, president of Lord & Thomas, who resigned Oct. 29 to accept the post; Karl A. Bickel, former president of United Press and now chairman of Scripps-Howard Radio Inc.; John Hay Whitney, motion picture executive and chairman of the board of Freeport Sulphur Co. Chairman of the group is James W. Young, director of the Bureau of Foreign & Domestic Commerce of the Department of Commerce.

Latin Relations

The committee will have supervision of the radio, press and motion picture programs of the Office of Coordination, functioning as part of the national defense setup of the State Department, and will pay particular attention to Latin American relations in these fields. Mr. Francisco, who resigned as Lord & Thomas president to become a committee member, has taken a leave of absence from the agency, but remains a stockholder, director and member of the executive committee. No successor will be named, according to Albert D. Lasker, chairman of the board of Lord & Thomas. Mr. Bickel is well-known for his radio activities and as an authority on Latin America.

Speaking Oct. 23 before the *New York Herald-Tribune Forum*, Mr. Rockefeller emphasized the important position held by radio, along with the press and motion pictures, in promoting commercial and cultural relations between the American republics.

33 Weeks on 33

AMERICAN DAIRY Assn., Chicago, in its initial radio effort to promote an increase in the national consumption of butter, cheese and ice cream, on Nov. 11 starts a 33-week varying campaign of three to 10 weekly chain breaks and one-minute transcribed announcements on 33 stations. This campaign constitutes the first portion of the sponsors $250,000 advertising program which will also include newspapers and point-of-sale merchandising. Stations selected are KFYR WEEI WNAC WBZ WORL WGN WMAQ WBBM WCFL WLS KRNT WHO WWJ WXYZ WJR CKLW WISN WTMJ KFBB WCCO KSTP WDGY WTCN WFIL WCAU KYW WIP KWK KMOX KXOK KSD KOMO KRJ. Lord & Thomas, Chicago, handles the account.

Independents Offer Support to BMI

Ask Per-Program Fees From ASCAP; New Post to Spence

LUNCHEON GROUP at the NIB convention in New York includes (l to r) Mrs. Harold A. Lafount; Mr. Lafount, NIB president; Lloyd C. Thomas, KGFW, Kearney, Neb., NIB secretary-treasurer; Hyla Kiczales, WOV, New York; George Lasker, WORL, Boston; T. S. Marshall, WOLF, Syracuse, N. Y.; Earl C. Hull, WHLD Niagara Falls; Andrew W. Bennett, NIB counsel; Arthur Simon, WPEN, Philadelphia.

A RESOLUTION pledging support of National Independent Broadcasters to Broadcast Music Inc. was unanimously adopted by the NIB convention at the Waldorf-Astoria, New York, Oct. 21-22, after lengthy discussion of the music situation by the 80 station executives in attendance.

Group also resolved to ask ASCAP for licenses on a per-program basis, unanimously re-elected the present officers and authorized appointment of Edwin M. Spence as the salaried managing director with offices in Washington for the conduct of NIB business.

Defense Job

Addressing the convention on the subject of "Radio's Part in the National Defense Program", FCC Chairman James Lawrence Fly assured the broadcasters that the Government has no intention of taking over the broadcasting industry and told them that their main job in a "period of stress" would be to maintain the quality and continuity of their present service.

"I don't know what the Government would do with your stations if it took them over," he declared. "You can't accomplish much in radio without an audience and the easiest way to lose the present audience would be for the Government to take over your jobs." It may be necessary for a particular hour or facility to be requisitioned, he added, but stated that in no event would the Defense Communications Board make any plans involving broadcasting without first discussing them with the industry.

At present, broadcasting is concerned in a lesser degree than cable, telegraph, telephone, trans-Atlantic wireless and similar point-to-point communications, he said. Chairman Fly also warned the broadcasters against alarm when their facilities and services are examined by the Board, explaining that its peacetime function is to plan against any emergency that may arise.

Asked if the FCC had considered lowering qualifications for chief engineers of stations whose technical staffs were being depleted by the demands of Government and military agencies, Mr. Fly said this might be done later, but urged that as far as possible vacancies be filled by promotion from the ranks and employing new men to fill the lesser technical jobs. Asked about union closed shop provisions in certain cities, he said he could "confidently expect" the full cooperation of all unions in keeping the industry competently staffed, regardless of how many men were called from their regular posts for defense purposes.

Federal Time Requests

The question of foreign language programs and of pickups of programs from abroad he described as one to be answered by the broadcasters themselves, stating that the Commission is placing its main reliance on the fact that the broadcasters are American citizens who are doing their best to serve their audiences and to keep their stations active in the interests of democracy. The strength of the broadcasting industry, he declared, has been the manner in which it has accepted responsibility for its program material and he expressed the hope that it should never become necessary for the FCC to promulgate regulations for programming.

Queried about the multiplicity if requests for time from the Army, Navy and the various Government bureaus, Mr. Fly stated that no broadcaster is under any compulsion to take any program, but added that since the broadcasters naturally want to cooperate as far as possible, it might be advisable for a central clearing house to be set up in Washington so that all requests on broadcasters would clear through a single source which could more easily avoid making excessive calls upon any station or group.

Local Interference

Numerous instances of interference with local station coverage resulting from the great increase in the number of stations licensed by the Commission were heard with apparent surprise by Mr. Fly who said that if there were so many cases of trouble the Commission would have to get to work on the problem. Asked whether licensees of existing stations would be given preference over others in the granting of FM licenses, Chairman Fly answered emphatically that they would not. "There will be no vested interests in FM," he declared. "Radio needs new blood and a broadened base. FM must be free to move forward and not forced to drag the anchor of a heavy investment in the present type of broadcasting."

The NIB resolutions on the music situation read as follows:

"Resolved that the National Independent Broadcasters support Broadcast Music Inc. in its effort to create a permanent and adequate supply of music for broadcasting and urge that all independent stations immediately cooperate with BMI to the utmost of their ability."

"Resolved that the National Independent Broadcasters request from ASCAP a license agreement which would require payment only on music controlled by the members of the Society and actually performed."

Adoption of these resolutions came only after debate which occupied most of the convention time and which was responsible for continuing the meeting through the morning of the second day, instead of completing its work in a single day as originally planned. Fear of network domination of BMI and of the recording industry that might leave the independent stations at the mercy of the networks for all of their music; fear that the networks might make a last-minute deal with ASCAP that would place the entire burden of music payments on the independents; doubts that BMI could supply enough music, especially in re-

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Per-Piece ASCAP Contract Sought for NIB by Lafount

ON THE heels of the mandate of the convention of National Independent Broadcasters favoring a "pay as you use" basis for ASCAP music, Harold A. Lafount, NIB president, Oct. 25 asked ASCAP to recognize the measured service basis for independent stations prior to the expiration of current percentage-wise contracts at the end of the year.

In a letter to John G. Paine, ASCAP general manager, Mr. Lafount stressed the burden of the flat percentage basis upon independent stations, some 250 of which operated at a loss during 1939. He pointed out that the percentage of gross basis was unacceptable and that the NIB convention Oct. 21 directed that a request be made for a measured service method.

On Oct. 29, Mr. Paine responded to the Lafount letter, declaring there was no reason at all "why we cannot explore" the suggestions. He proposed a meeting "the early part of next week."

Responding the next day, Mr. Lafount said he would be glad to open discussions "if you will state that the Society is willing to issue a [per piece] license". He explained that if ASCAP is not willing to issue a license on this basis of payment, the discussion suggested "would be useless except to cause delay". He asked for a "definite answer" so that the discussions, "if they are to take place, may be had immediately".

As precedent for measured service, Mr. Lafount pointed out that for the last eight years ASCAP has issued contracts to a group of newspaper stations recognizing this principle under which they pay 5% of their income only when the income is derived from programs using ASCAP music. Moreover, mention was made of the license agreement whereby KGIR, Butte, Mont., operated by Ed Craney, is working out a per-piece basis with ASCAP.

Mr. Lafount asked that ASCAP

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ON THE ROSTRUM, listening and speaking at the NIB convention in New York, are (l to r) Andrew W. Bennett, NIB counsel; Lloyd C. Thomas, KGFW, Kearney, Neb., NIB secretary-treasurer; Harold A. Lafount, NIB president; FCC Chairman James Lawrence Fly.

Treaty Shifts Are Proposed Conflict in Cuban Assignments

Mexican Allotments Also Offer Chance of Delay Early Conference With Canada Deemed Likely

ALTERATIONS in the proposed broadcast allocations ordered by the FCC pursuant to the North American Regional Broadcasting Agreement, were suggested in a score of petitions filed with the FCC Oct. 15 in response to its recent invitation. The treaty allocation, affecting 777 of the 862 stations in operation or authorized, is slated to become effective next March 29. [BROADCASTING Sept. 15.]

How soon the FCC will complete its task of adjusting conflicts in assignments under the treaty remains conjectural. The broadcast engineering department is now comparing Canadian and Mexican allocations with those earmarked in this country.

The State Department revealed Oct. 23 that some delay has been occasioned in the submission of the proposed Cuban allocations. The original list was in serious conflict with treaty terms and the Cuban communications ministry is understood to be drafting its new list in relation to assignments proposed in the United States and Canada. It may be several weeks, it was learned, before the final Cuban list will be available.

Preliminaries Are Slow

There is no indication of any change in the March 29 effective date. But there are signs that the preliminary work is moving more slowly than had been expected. The Canadian allocations generally are believed to be in accord with those projected for this country. The Mexican assignments, however, are believed to present a number of serious conflicts which might entail considerable across-the-table negotiations. Border stations, pursuant to the treaty terms, are earmarked for interior assignments with possibly one or two exceptions. But because of the pressure of certain border station operators, the final outcome is viewed with some skepticism.

A conference with Canadian engineers probably will be called within the next month or six weeks to adjust conflicts between assignments of United States and Canadian stations. This conference presumably will be followed by similar technical sessions with delegations from Mexico and Cuba prior to the end of the year.

The majority of the "comments" filed with the FCC as of Oct. 15 in response to its invitation of Sept. 10 dealt with individual station assignments. A number of the petitions sought facilities other than those earmarked for the stations under the proposed allocations.

Three Seeking 690 kc.

There were three separate petitions involving proposed assignment of 690 kc. to KGGF, Coffeyville, and WNAD, Norman, Okla. This assignment is available for Class II operation with possible power of 50,000 watts. KMBC, Kansas City, KOMA, Oklahoma City, and the Fred Jones Broadcasting Co., Tulsa, each filed separate petitions seeking this assignment. Each seeks 50,000 watts. The 690 kc. assignment is earmarked under the treaty for use either in Oklahoma or Kansas. The FCC assigned KGGF and WNAD, time-sharing stations, to the facility under the proposed allocations because their present assignment on 1010 kc. no longer will be available.

KSFO, San Francisco, filed a petition in support of its present application for assignment to 740 kc. under the allocation, in lieu of KQW, San Jose. The proposed FCC allocations earmarked the facility for KQW since its present assignment on 1010 kc. likewise will not be available.

WOAI, San Antonio, suggested that the assignments on 1200 kc. and 1210 kc. be shifted so that WCAU, Philadelphia, will operate on 1210 kc. with WOAI on 1200 kc. The suggestion, the petition said, was made not in the spirit of claiming or urging any legal right, but rather in the hope and belief that it will be of assistance to the FCC in bringing about an improved broadcast service to the public.

KWKH, Shreveport, filed exceptions to its proposed assignment as a Class II station and asked reconsideration and a Class I-B assignment on 1130 kc.

KEX Cites Complication

KEX, Portland, in its petition raised some question about its proposed assignment on 1190 kc. under the treaty terms. It pointed out that the complication would not have arisen had the station been assigned to 1170 kc. as was originally contemplated under the Havana Treaty. It declared its intention, however, to operate with 50,000 watts unlimited time on such frequency as may be assigned to it provided it is enabled efficiently to serve the audience in the Pacific Northwest. It said its petition was filed only to preserve and protect its classification as a I-B station under the Havana agreement.

KOB, Albuquerque, in a lengthy petition objected to its assignment, under the proposed allocations, to 1030 kc., operating simultaneously with WBZ and WBZA, Boston-Springfield, as a Class II station. The proposed assignment, it was stated, would reduce KOB from the status of a Class I station to a Class II station, though it could operate with 50,000 watts. Under the original plan, KOB was to have been assigned to 1200 kc., operating simultaneously with WCAU, Philadelphia.

WBZ, Boston, protested the proposed allocations, in that its status would be reduced from I-A to I-B on 1030 kc. by the proposed assignment of KOB to the channel. It contended that serious loss of service would result through such duplicated operation and breakdown of the channel and requested that WBZ be given a Class I-A assignment as contemplated.

WHDH Requests Fulltime

WHDH, Boston, operating daytime on 830 kc. with 1,000 watts, in its petition protested its proposed assignment as a Class II station on 850 kc. with only limited time operation. KOA, Denver, is the dominant station on the channel. WHDH had pending an application for fulltime on the channel, reducing it in status from I-A to I-B. It asked the FCC to act on this fulltime operation effective with the treaty.

KJR, Seattle, brought to the Commission's attention a condition of adjacent channel interference resulting from assignment by Canada of CKWX, Vancouver, on 950 kc. with 1,000 watts. KJR operates on 970 kc. with interference re-

(Continued on page 74)

Ask me the
SCORE
its KGLO
Ask me the
SCORE
its KGLO

TWO COUPLES thus equipped with portable General Electric radios and sandwich signs strolled the downtown avenues of Mason City, Iowa, during KGLO's broadcast of the Iowa-Wisconsin football game in mid-October, pausing on request to give the score as they heard it on KGLO. The broadcast was fed by KGLO to KVFD, Fort Dodge, and stations of the North Central Broadcasting System in North and South Dakota, Minnesota and Wisconsin.

Second Million

GEORGE SCHMIDT, senior salesman of WOR, Newark, hit the $2,000,000 sales mark in October with the signing of a contract with the General Shaver Division of Remington-Rand for sponsorship of election return announcements. He is believed to be one of the few, if not the only salesman, in the industry to have sold this much time. He joined WOR in 1934 and hit the $1,000,000 mark in December, 1937, the first WOR salesman to do so.

Change Proposed In Political Rule

Communistic Problem Brings Requests for a Revision

DESIRABILITY of revising FCC regulations relating to political broadcasts, to clarify the interpretation of a "legally qualified candidate", may be considered by the FCC following the Nov. 5 elections. The issue was provoked by refusal of several stations to carry the Communistic candidates on paid time because of varying interpretations given by stations of the term "legally qualified candidate" as applied to the Presidency.

While the FCC has asked stations against whom complaints had been made by the Communist Party to explain why they rejected specific addresses, it is not expected that any serious issue will be raised. As a matter of fact, it was pointed out, the time demands of the Communists, on a paid basis, have been limited and few network affiliated stations have failed to carry addresses of Earl Browder and James H. Ford, Communistic Presidential and Vice-Presidential candidates, respectively.

Right of Refusal

At a recent FCC meeting, the question of the right of stations to refuse the Browder broadcasts, particularly in States where he is not regarded as a "legally qualified candidate" was fully discussed. By a vote of 5 to 1, with Commissioner T. A. M. Craven dissenting, the FCC took the position that the constitutional requirements relating to Presidential candidates are such that technically any man who is native-born, has lived in this country for 14 years and has reached 35, is a "legally qualified candidate". It was added, however, that he must be a "serious" candidate. Commissioner Craven, it is understood, on the other hand held that in the specific case involving Ohio stations, the courts already had held that the Communist leader's name could not be printed on the ballot.

The whole issue was precipitated when Alexander Trachtenberg, of New York, an official of the Communist party, complained because a number of Blue Network stations had refused to carry a scheduled network broadcast. The FCC promptly asked the stations to give their reasons for the refusal.

Amended Law Suggested

The suggestion has been advanced that Section 315 of the Communications Act, affording equal time to all legally qualified candidates for public office, be amended to bar candidates who are members of parties subservient to some foreign government or who advocate the overthrow of the United States Government.

The whole incident is regarded as a tempest in a teapot, particularly since the Communists have, in effect, procured virtually all the network and station time requested on a regular basis. It is likely that an informal conference will be called by FCC attorneys with a view to procuring suggestions on possible revision of the regulations covering Section 315 with particular reference to presidential candidates.

Bates to Acquire Several Accounts In Colgate Shift

Sherman & Marquette Also to Get Super Suds Business

COLGATE - PALMOLIVE - PEET Co., Jersey City, which ranked eighth among all national advertisers last year, after Dec. 31 will move all advertising of its products from Benton & Bowles, New York, for joint handling between Sherman & Marquette, Chicago, and a new agency to be formed by Theodore L. Bates, currently a vice-president and director of Benton & Bowles.

Sherman & Marquette, which acquired ownership of Benton & Bowles-Chicago early this year [BROADCASTING, Feb. 1], has been appointed to handle advertising for Concentrated Super Suds and continues in charge of the following Colgate accounts: Cashmere Bouquet soap and Beauty Preparations, Vel, Halo Shampoo, Crystal White laundry soap, Colgate brushless and lather shaving cream, and Colgate toothpowder.

Bates Plan

The new agency, to be known as Theodore L. Bates Inc., will set up offices in New York late in November and after Jan. 1, 1941, will handle Colgate dental cream, Octagon soap, Klek package soap and Palmolive's shave and brushless creams. Mr. Bates joined Benton & Bowles in 1935 after ten years with BBDO, New York, as copywriter and later a vice-president and partner. The first of this year he was placed in charge of the Colgate account when James S. Adams left the agency to join Colgate as an executive vice-president. Also to go to the Bates agency from Benton & Bowles is the Continental Baking Co. account, which Mr. Bates handled while at BBDO and later at Benton & Bowles.

Although Mr. Bates has made no formal announcement on the personnel of his agency, it is understood that Edgar P. Small of the B&B media department will be radio timebuyer for the Bates agency, Thomas J. Buechner, B&B contact man on the Colgate account, will continue in this capacity in the new agency, and Thomas J. Carnese, B&B director of traffic and production, also will join Mr. Bates.

Of the Colgate accounts not yet accounted for, only two remain: Cue dentifrice and Palmolive soap, for which several agencies are now bidding.

The timebuying staff at Benton & Bowles is now headed by George Kern, who joined the agency a few months ago from Blackett-Sample-Hummert, New York. Jack Latham, former manager of the B&B radio department, has resigned and has not yet announced his plans. Also resigned are John Crandall of the agency's spot radio department, and Benson Inge of the publicity department.

Staff Changes

Change Colgate Posts

Mr. Peet

Mr. McKay

With the shift in agencies by Colgate - Palmolive - Peet Co. came the announcement by E. H. Little, CPP president, of a shift in executive personnel. Roy W. Peet, advertising director of the company since last January, becomes assistant to Mr. Little and to James Adams, executive vice-president. Mr. Peet has been associated with various divisions of the company since 1918, becoming advertising manager in 1936.

Hugh McKay, formerly in charge of CPP's European advertising and appointed advertising manager of the toilet articles department last January, replaces Mr. Peet as advertising director. Mr. McKay previously was vice-president in charge of the New York office of Joseph Katz Co., later joining Lord & Thomas, New York, to handle the Palmolive account, then with that agency.

The Colgate company spends over $6,000,000 annually on advertising, about half of which goes to radio. Currently it is sponsoring the following network programs: *Stepmother* (Colgate Toothpowder), 38 CBS stations, Monday thru Friday, 10:30-10:45 a.m. (rebroadcast, 4:45-5 p.m.); *Wayne King's Orchestra* (Cashmere Bouquet products and Halo), 66 CBS and 29 CBC stations, Saturday, 8:20-8:55 p.m.; *Woman of Courage* (Octagon soap), 40 CBS, Monday thru Friday, 10:45-11 a.m.; *Ask-It-Basket* (Colgate dental cream), 64 CBS, Thursday, 8-8:30 p.m. (rebroadcast 11:30-12 midnight); *Strange as It Seems* (Palmolive shave and brushless cream), 57 CBS, Thursday, 8:30-8:55 p.m. (rebroadcast, 12 midnight - 12:25 a.m.); *Hilltop House* (Palmolive soap), 78 CBS, Monday thru Friday, 4:30-4:45 p.m.; *Myrt & Marge* (Super Suds), 79 CBS, Monday thru Friday, 10:15-10:30 a.m. (rebroadcast, 4:15-4:30 p.m.); *Ellen Randolph* (Super Suds), 79 NBC-Red stations, Monday thru Friday, 10:30-10:45 a.m., and *Bill Stern* (Colgate Shave Cream) 45 NBC-Blue stations, Sunday, 9:45-10 p.m.

Continental Baking Co., spending an annual million in advertising, mostly for radio, currently sponsors *Marriage Club* for Wonder Bread and Hostess Cake on 47 CBS stations, Saturday, 8-8:30 p.m. with rebroadcast, 11-11:30 p.m.

GENERAL BAKING'S REGIONAL AGENCIES

TO ADAPT advertising to certain locales, General Baking Co., New York, after placing its advertising for 21 years with the same agency, BBDO, New York, is dividing the account among four agencies, each of which will develop plans for the local bakeries in its area. Agencies already selected are Newell-Emmett Co., for New York and New England; Mitchell-Faust Adv. Co., Chicago, for the central division, and Ivey & Ellington, Philadelphia, for the Pennsylvania division. Not yet chosen is the agency for the southwestern division.

The company, noted in its radio advertising for sponsorship of such children-appeal programs as *The Lone Ranger*, also spends much of its large advertising appropriation on spot radio and sports programs. According to A. Waldron Stone, advertising manager, the new arrangement will provide better coverage of smaller groups in each area where one of its 42 owned and operated bakeries is located. Also Mr. Stone added, four agencies are expected to provide more diversified ideas for the company's advertising than could one.

McCann-Erickson and Maxon Devising Plans to Handle Ford Auto Accounts

SWITCHING of the Ford Motor Co. advertising account from N. W. Ayer & Son to McCann-Erickson and Maxon Inc. last month was the first automobile account to change in nearly three years, and was the first major upheaval in auto advertising circles in a much longer period.

To McCann-Erickson went the larger share of the account, the Ford national advertising. This agency already was responsible for Ford branch advertising, which includes a large share of localized radio and newspaper purchases.

Maxon will handle the Mercury advertising, in addition to Lincoln division advertising, which changed hands a month previous.

Ayer is continuing to handle the CBS *Ford Sunday Evening Hour*, largest program sponsored by any auto company, but effective Dec. 8 McCann-Erickson will take over the Ford radio account.

* * *

Personnel Changes

At McCann-Erickson, the head of the Detroit office, Donald Hight, will be in charge of the account, with Frank Townsend continuing contact work on behalf of branch advertising. Joining in the contact work for the present is John Jameson, a vice-president of the agency hitherto stationed in Chicago. D. Thomas Curtin takes over direction of publicity work. It was indicated that the greatest share of space and time buying would be done at the New York headquarters of McCann-Erickson.

This agency will shortly move to two upper floors of the Penobscot Bldg., giving them much more space than their present suites on the lower floors.

Arrangement were not yet complete on details of handling the Mercury and Lincoln accounts at Maxon. Harry Wismer, former sports announcer at WJR Detroit, had already been announced as account executive on Lincoln at the time this division shifted, and one report was that he would add supervision of the Mercury account to his duties. Dudley Carson, well-known in automotive publicity circles, takes over publicity direction for both divisions.

Loss of the greater share of the Ford account reduced in major degree the activity of the Ayer agency branch at Detroit. However, there are a number of smaller accounts in the area serviced by the Detroit office, and a reduced staff will handle these as well as the *Sunday Evening Hour*.

Executive Shifts At Lord & Thomas

Lasker New G. M.; McAvity To N. Y., Morrell to Hollywood

[For sketch of Mr. Lasker, see page 57]

A GENERAL realignment of Lord & Thomas top personnel was announced by Don Francisco, agency president, following the recent resignation of Sheldon R. Coons as executive vice-president. Edward Lasker, formerly vice-president in charge of radio, has been elected first vice-president and general manager, and L. M. Masius, vice-president formerly in charge of Lord & Thomas' European business, has been made manager of the New York office.

Thomas McAvity, who has been manager of the office in Hollywood, has been elected a vice-president and transferred to New York, where he succeeds Mr. Lasker as general director of all the agency's radio activities. He has been in radio for the last 10 years, coming to Lord & Thomas from NBC. McAvity joined the agency approximately eight years ago.

Mr. Morrell

Mr. McAvity

His appointment as vice-president and radio director of the agency was announced almost simultaneously with his engagement to Helen Mack, Hollywood film actress, on Oct. 16. They were married Oct. 23 in Santa Barbara, Cal.

Morrell to Hollywood

Norman W. Morrell, of the New York radio department, will follow Mr. McAvity as manager of the Hollywood office, taking over about Jan. 1, 1941. W. B. B. Fregusson has been elected managing director of Lord & Thomas Ltd., London, to succeed Mr. Masius.

Resignation of Mr. Coons will become effective Dec. 31, after which date he plans to serve as personal consultant in problems of merchandising, management and advertising to a small group of non-competitive national concerns. Mr. Coons joined Lord & Thomas about ten years ago, leaving the position of executive vice-president of Gimbel Brothers, New York department store, with which he had been for 12 years.

Mr. Masius has been with Lord & Thomas since 1926, serving first in the New York and then the Chicago office. Since 1929 he has been vice-president and managing director of the agency's European activities.

New Miles Product

MILES LABS, Elkhart, Ind., has appointed Wade Adv. Agency, Chicago, to handle its new product One-A-Day Vitamin A and D Tablets. Although plans are not complete as yet for a program of its own, the product will be introduced on the company's NBC shows for Alka-Seltzer, *Alex Templeton Time* and *Quiz Kids*. L. J. Nelson is the account executive.

"THIS WILL BUY AN HOUR ON STATION K-L-U-C-K!"

● Wait, friend! An hour on KLUCK will be heard by precisely seven guys—and four of them are members of the staff! So what about Station WHO?

Station WHO too high-hat to bother with your dough, you say? Not on your life!—the biggest accounts we have are ones that started very, very small. In fact, if you want to see some *action,* just give us a chance to show you what we really think of promising little jobs. Let us tell you about the unknown cereal that we helped to build into Iowa's largest seller. Let us show you what we did for a group of little retail hardware stores. Ask about the job WHO is doing now for a new advertiser who is actually spending less than $75 per month!

Sure, WHO is *big*—big as all the Iowa outdoors! But you'll be interested in knowing that we haven't forgotten how we *got* big—and that we're still using the same formula for getting *bigger*. Truly—drop us a line—or just ask Free & Peters.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

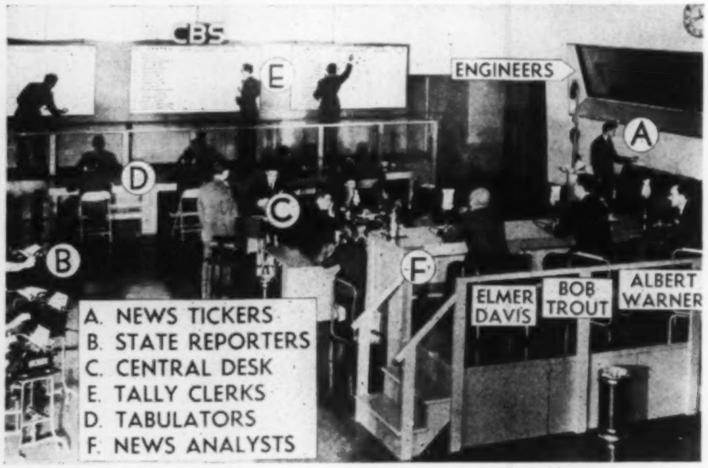
J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

Plans Complete for Election Coverage

Networks and Stations Ready for Thorough Ballot Reports

CBS NEWSROOM ELECTION SETUP



PLANS to make radio's coverage of the Nov. 5 balloting the most extensive and elaborate of any Presidential election in radio history have been announced by the nationwide networks and many independent stations.

Celebrating the 20th anniversary of broadcasting—the first national election broadcast ever to be arranged and announced in advance was that of the Harding-Cox campaign in 1920 over KDKA, Pittsburgh—the radio industry is prepared to bring to every American listener, and by shortwave radio to the rest of the world, a vote-by-vote report that will begin as early in the evening as the first returns start dribbling in and continue until the final result has been announced.

From Studio 8-H

At NBC a staff of more than 50 newsmen, announcers analysts, technicians and engineers under the direction of A. A. Schechter, director of news and special events, will keep the audiences of the Red and Blue networks abreast of developments. For the one night only, Studio 8-H of Radio City, world's largest broadcasting studio, will be turned into a newsroom with a huge election chart filling the back wall. Before the chart a battery of teletype machines will bring the returns from every part of the country, as gathered by correspondents of Associated Press, United Press and International News Service. Still farther forward will be the news desk, where Schechter and his staff will prepare bulletins for announcers and commentators.

At either side of the news desk news studios and control rooms for the Red and Blue networks will be located. Separate coverage is planned for each of the NBC chains. Raymond Clapper, Washington columnist, and John B. Kennedy, veteran newscaster, will summarize developments for the Blue Network, with George Hicks handling the bulletin returns. For the Red, Earl Godwin, NBC's own Washington observer, and H. V. Kaltenborn will discuss trends while Graham McNamee reports the returns.

The CBS Setup

At CBS a similar set-up will prevail, headed by Paul W. White, CBS director of public affairs, under whose direction a staff of more than 40 persons will marshal the vote tallies. In Studio 22, within CBS' new studio building opposite network headquarters, ten special long-distance telephone circuits, six private-line connections with remote points, four special Morse wires and nine AP, UP and INS printers will bring the elections news to the streamlined copy desk. Editors will pass the returns along to tabulators equipped with head-and-chest phone sets and stationed at a giant white tally board where returns will be scored by States.

Other information will be forwarded to the broadcasting platform, where Bob Trout, ace reporter, will give the returns; Elmer Davis will analyze and interpret the progress of the Presidential race; Albert Warner, CBS Washington correspondent, will comment on the Congressional and Gubernatorial contests, and Dr. Elmo Roper, director of the *Fortune* survey, will compare the actual results with the forecasts of his own and other polls of public opinion.

Mutual from Chicago

MBS is establishing its headquarters in Chicago, where Fulton Lewis Jr., Mutual's Washington chief, and Boake Carter will head a staff of newscasters including Quin Ryan. Arthur Sears Henning, Arthur M. Evans and Cedric Foster, as well as announcers and special features men stationed in New York, Los Angeles, Boston, Baltimore, Harrisburg, Pa., Jefferson City, Mo., Detroit, San Francisco, Denver, Des Moines, Indianapolis, Minneapolis, Kansas City, Lincoln, Hartford, Columbus, and Lexington, Ky., who will report on the progress of the elections in their regions.

All networks will have lines into the national headquarters offices of the Republican and Democratic parties, as well as Hyde Park, where President Roosevelt usually spends election day, and Rushville, Ind., or wherever Mr. Willkie is located. Whatever the outcome, as soon as it is certain both the victorious and defeated candidates will be sought out for a word to their supporters.

Beginning in the early evening with the first scattered returns, the networks are prepared to make election news the order of the day, starting out with occasional bulletins and increasing their length and frequency as the news becomes more regular until in the later evening hours all the time is devoted to keeping the public informed of returns. Arrangements have been made with sponsors for interruptions in their programs or complete cancellation if necessary to bring election news to the listening audience. Usually returns will be announced during musical numbers, but at least one sponsor, S. C. Johnson & Sons, has prepared a spot for returns in his broadcast, *Fibber McGee & Molly*. In the script for that evening the couple are spending the evening at home and somewhere during the broadcast Fibber will say: "Let's listen to the election returns." An NBC announcer will then give the latest tabulations.

For television activities in connection with the elections, see page 106.

In addition to the straight returns and the analyses and commentaries, a number of election features are being planned. CBS is searching out the oldest and youngest voter, to be interviewed on the air. NBC's mobile unit will cruise around Times Square, New York, to describe the crowds and interview some typical voters. Political figures will also be brought to the microphones from time to time at the party headquarters to comment on the progress of their candidates.

In New York owners of television receivers will be able to see the election returns on charts and maps in NBC's television studios, where Baukhage will be stationed and where other NBC commentators will make special telecasts during the evening. NBC will also telecast the pre-election rallies of the major parties in Madison Square Garden.

At WOR, Newark, a special method of handling election returns has been devised by Dave Driscoll, director of special features for the station. Instead of the usual method of reporting returns, WOR's announcers will say: "At —— p.m. with ——% of the votes in —— State already tabulated, —— leads —— by —— votes, or a ratio of —— to ——." Starting at 6:55 p.m., Driscoll and Frank Singiser, news announcer, will broadcast five-minute summaries each half-hour until 11:35, under the sponsorship of General Shaver Division of Remington Rand. UP news will be used. BBDO, New York, is the agency.

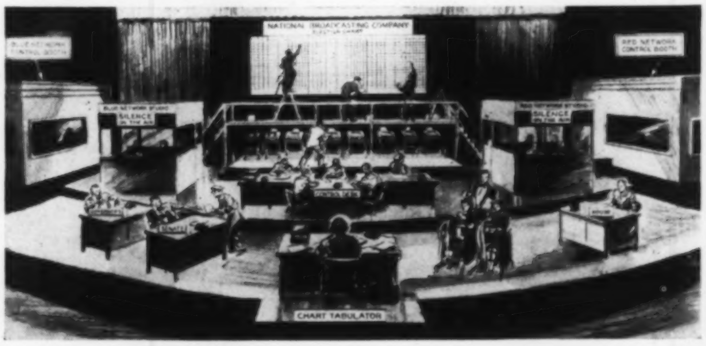
At WFIL, Philadelphia, the Ford Motor Co. Dealers of Metropolitan Philadelphia and New Jersey have purchased all election returns from 9:45 p.m. until the election has been decided. Except for the station's two regular news periods at 10:30-10:45 and 11-11:15, all other commercial periods have been cancelled and all time will be devoted to the Ford-sponsored election news. McCann-Erickson, New York, placed the business.

A. A. SCHECHTER, NBC director of news and special events, has written, in conjunction with Edward Anthony of the Crowell-Collier Publishing Co., a book *I Live on the Air*, to be published early next year by Frederick A. Stokes Co., New York.

Sponsor for Duchess?

N. W. AYER & Son, New York, is understood to be looking around for a sponsor to underwrite a series of network programs by the Duchess of Windsor to be broadcast from Nassau, proceeds of which would go partly to the British War Relief Fund as a donation by the Duchess. Although it is rumored that a cosmetic account is interested, the agency has released no definite information on the project.

LAYOUT OF NBC'S NEWSROOM


NATIONAL BROADCASTING COMPANY
BLUE NETWORK CONTROL BOOTH
RED NETWORK CONTROL BOOTH
SILENCE ON THE AIR
SILENCE ON THE AIR
CHART TABULATOR

Announcing

WXYZ DETROIT

5000 WATTS

NIGHTTIME POWER INCREASE

IN OPERATION DECEMBER 1ST

MORE MARKETS—MORE LISTENERS

Contracts Accepted
At Present Rates
Until February 1st, 1941

ACT NOW

NOW OPERATING
5000 WATTS *Daytime*
1000 WATTS *Nighttime*

KING-TRENDLE BROADCASTING CORPORATION
WXYZ—KEY STATION MICHIGAN RADIO NETWORK
Basic Detroit Outlet NBC Blue Network

***National Sales Representative*—PAUL H. RAYMER COMPANY**

News—Blue and Hot... In today's stirring times, both number and importance of commentators are increasing. Different in style, but alike in effectiveness, are Jergen's Walter Winchell (left) and Sun Oil Company's Lowell Thomas. C.A.B. figures show these two newscasters leading the field in the size of their audiences. Both are heard over the Blue.

Music—High "C" to Moanin' Low!... America's love of music is as varied as it is voracious. To please all ears, NBC Blue maestros range from Arturo Toscanini to Tommy Dorsey; programs from Metropolitan Opera to Chamber Music Society of Lower Basin Street. No other network offers music lovers such famous artists, so complete a musical diet.

—a Comedian!

To complete the picture of NBC Blue Network Program Leadership

Frankly, we wish we had a Jack Benny or a Charlie McCarthy on the NBC Blue Network. Not that there isn't plenty of laughter on the Blue, what with Ben Bernie's music funfare and the delightful inanities of "Easy Aces," but another "clown prince" would provide just the finishing touch we need to complete the pattern of Blue leadership in every type of program.

We sincerely believe that no other network offers such a well-balanced platform of entertainment, be it commercial or sustaining.

That is why, when you put your show on the Blue Network, you start with an audience that is as loyal as it is large, attracted and held by a consistent flow of first-rate showmanship. Many of these programs were conceived and developed on the Blue—the same network where they are now doing such an excellent job of salesmanship.

Add to this the fact that the Blue Network provides its coverage in the Money Markets where America's buying power is concentrated, plus the welcome reminder that the famous NBC Blue Network Discount Plan offers national coverage at the lowest cost of any medium, and you can understand why 24 new advertisers have joined the Blue since June 1, 1940.

The moral—today, more than ever, "Better Buy Blue."

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

NBC BLUE NETWORK
Sales thru the air with the greatest of ease

CA'S TOWN MEETING OF THE AIR
NATIONAL
APM & HOM
HOUR

Vital Information—Vital Issues! . . . Prime examples of the Blue Network's public service programs are the "National Farm and Home Hour" heard six days a week, and the Thursday night "Town Hall Meeting of the Air," where current issues are hotly contested by famous speakers in a thrilling dramatization of America's freedom of speech.

GERARD
CHARLES

Quiz Experts—Old and Young . . . Experts of "Information Please," stand-out among all quiz programs, were first heard as a sustainer on the Blue, then sparkled for a two-year period as ace salesmen for Canada Dry. Newest question-answer sensation is Quiz Kids, also on the Blue, which is winning countless listeners and customers for Alka-Seltzer.

Berlin CBS Post Goes to Flannery

To Work With Edmund Shirer; Chester Gets New Position

CBS has enlarged its foreign departments both abroad and in New York with the recent appointment of Harry W. Flannery, news analyst of KMOX, St. Louis, as CBS foreign correspondent in Berlin to work with William L. Shirer, and the appointment of Edmund Chester, noted foreign correspondent, to the newly-created position of CBS director of broadcasting to foreign countries with headquarters in New York.

Mr. Chester

Mr. Flannery, who recently left via *Clipper* to take up his new duties, is a graduate of Notre Dame where he studied journalism and taught English. Later, he covered special assignments for the *Baltimore Sun* and *Albany News* and became editor of the *Hoosier Observer*, Fort Wayne.

Radio Career

After serving as news and sports editor of WOWO, that city, he joined KMOX, St. Louis, in 1935 as news director and analyst, covering the 1937 floods for CBS and working with Gilbert Seldes and William Allen White on the CBS *Americans at Work* program. Mr. Flannery, born 40 years ago in Greensburg, Pa., is married and has one daughter.

Edmund Chester, 43, a native of Louisville, started as a reporter on the *Louisville Courier-Journal*, resigning to join the artillery in the World War. In 1930 he joined the Associated Press and was promoted to AP's New York office as Latin American editor. Two years later, on six hours' notice, he was sent to Cuba to cover the revolution, then beginning eight years of travel through Central and South America. A major assignment was the Chilean earthquake in January, 1939, while other assignments included the Lima Pan-American Conference in 1938, and the Havana Pan-American Conference in 1940. For the past three years he has headed AP's Latin-American Division.

Chester recently married Enna Rogers Moreno of Chile. He takes over his duties with CBS on Nov. 6. Miss Elizabeth Tucker, formerly director of shortwave programs, will work as Mr. Chester's assistant in the network's foreign broadcasting department.

Savings Series

R. T. HARRIS ADV. Agency, Salt Lake City, has released a series of 26 one-minute transcribed announcements for use by Federal savings and loan associations. The dramatized announcements, *True Life Dramas*, were prepared after a two-year study of the industry, according to the agency. Pattern of the series follows that of the electric appliance and utility announcements produced two years ago. Announcement of the new series has been made to all Federal savings and loan associations with assets over $500,000.

OFF FOR BERLIN on his new assignment as CBS correspondent in the German capital hops Harry W. Flannery, veteran news analyst of KMOX, St. Louis. As he boarded a Gotham-bound plane at St. Louis Oct. 13, he received the smiling felicitations of Dorothy Salberg, American Airlines' stewardess, while Mrs. Flannery (right) got a hearty laugh as old friends wished bon voyage. From New York he flew to Lisbon via *Clipper* and thence to Berlin, where he will work with William L. Shirer, chief of the CBS Berlin office.

Central Red Sales Post Is Given Paul McCluer

PAUL McCLUER, Blue network sales manager of NBC Central Division since July 1, when the NBC networks assumed their individual sales departments, has been appointed sales manager of the Red Network, Central Division, effective Nov. 1, according to Harry C. Kopf, new manager of the division. E. R. Borroff, formerly a member of the division's Red Network sales staff, is his successor.

Mr. McCluer

McCluer and Borroff both came to NBC when WENR was acquired by the network in March 1931. Borroff had been sales manager of the station for three years and McCluer had been assistant to the manager. McCluer is a native of Brimfield, Ill., and a graduate of Illinois U. He taught at that school before joining WENR in 1928. Borroff began his radio career in 1923 at KYW, Chicago. He was announcer, salesman and station manager before transferring to WENR in the summer of 1928. He is a native Chicagoan, and attended Chicago U and Illinois U.

Grove Locals

GROVE LABS., St. Louis (Bromo Quinine), the first two weeks in October started a varying campaign which runs from 20 to 22 weeks as follows: One-minute live announcements varying from two to six weekly on WFAA WOOD WMBD WCFL KWKH WDAF KVOO; five-minute news periods seven times weekly on KFH KDAL WTCN WMAQ KSTP; thrice-weekly quarter-hour news periods on WTMJ KTRH WOAI; thrice-weekly quarter-hour hillbilly shows on KMBC KOMA; and on Nov. 11 starts six weekly one-minute live announcements on WIND. J. Walter Thompson, Chicago, placed the business.

Illinois Health Spots

ILLINOIS DEPT. of Public Health, Springfield, in October started its third consecutive season of giving information for the preservation of health. Quarter-hour transcriptions cut by Word Broadcasting System and featuring Chicago radio actors are used. In addition to 27 Illinois stations, series has been set on KFVS, Cape Girardeau, Mo.; WBOW, Terre Haute, Ind.; WGBF, Evansville, Ind.; WPAD, Paducah, Ky.; WRJN, Racine, Wis., Illinois stations: WAAF WCAZ WCBD WCBS WCLS WCRW WDAN WDWS WDZ WEBQ WEDC WGES WGIL WHBF WILL WJBC WJJD WJPF WMBD WMRO WROK WSBC WSOY WTAD WTAX WTMV. Account was placed direct.

Morin Named by CBS To San Francisco Post

CHARLES MORIN, formerly sales manager of KSFO, San Francisco, has been appointed assistant manager of the CBS offices in San Francisco. His appointment was announced by Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations.

Mr. Morin

He will work under Arthur J. Kemp, CBS Pacific Coast sales manager, who heads the CBS San Francisco office.

Mr. Morin was with the CBS sales staff in San Francisco before going to KSFO as sales manager. Previous to that he was with KJBS, San Francisco. He will supervise Pacific Coast network sales originating in San Francisco as well as Radio Sales Inc. activities for Northern California.

In other changes in the CBS San Francisco sales office, Clyde Coombs will devote his entire efforts on regional network sales; Gordon Owen will work exclusively on KNX sales and Radio Sales activities; Bill Shaw will be in charge of sales service for Northern California.

Sunkist List Boosted

CALIFORNIA FRUIT GROWERS Exchange, Los Angeles (Sunkist oranges and lemons), through Lord & Thomas, that city, on Nov. 4 renews for 52 weeks *Hedda Hopper's Hollywood* on 29 CBS stations, and also adds 12 additional outlets to the list (WMT WCKY WISN WBNS KRLD KOMA KTUL KWKH WHEC WNBF WPRO WGAN), Monday, Wednesday, Friday, 6:15-6:30 p.m. (EST). Hedda Hopper, film commentator, will continued to be featured, her contract also having been renewed for 52 weeks. Thomas Sawyer is agency producer, with Sterling Tracy representing CBS. Art Baker announces.

A NOVEL based on *Mr. District Attorney*, sponsored on NBC-Red by Bristol-Myers Co., New York, has been prepared by Phillips Lord, New York production firm which created the program. It will be published by Whitman Co., New York, for release late in January.

McAndrews Is Appointed Sales Promotion Head Of NBC on West Coast

ROBERT McANDREWS, for two years sales promotion manager of KPO-KGO, San Francisco, on Nov. 1 becomes head of sales promotion for the Western Division of NBC, with headquarters in Hollywood. Gene Clark, writer and producer in the KPO-KGO production department, took over the sales promotion post in San Francisco. Announcement of the changes was made by Al Nelson, general manager of KPO-KGO.

Mr. Clark

Mr. McAndrews

Mr. McAndrews succeeds Charles Brown, transferred to New York, where he is in charge of sales promotion for the managed and operated stations of NBC [BROADCASTING, Oct. 15]. He is a graduate of St. Mary's College, where after graduation he acted as director of public relations. He joined NBC as a junior announcer in 1935, subsequently progressing to announcer, assistant night manager, program continuity writer and member of the press department. He joined the sales promotion department in 1938 and a few months later became manager of the department when Brown, then in San Francisco, was transferred to Hollywood.

Under his management the NBC San Francisco sales promotion department won the Pacific Adv. Clubs Award for the best direct mail promotion by a Western advertising medium in 1940 and the best radio station promotion in 1939.

Mr. Clark joined KPO-KGO in 1937 as interviewer and commentator and in 1939 became a writer-producer. He has been in radio for 10 years as announcer, actor, writer, newscaster, producer and assistant manager.

Shinola Sports

HECKER PRODUCTS Corp., New York, on Oct. 9 and 11 started three quarter-hour weekly programs for the football season on WKY, Oklahoma City, KVOO, Tulsa, and the seven stations of the Lone Star Chain, all in the interest of Shinola liquid. On WKY, Perry Ward conducts *Perry's Shinola Pigskin Parade;* on KVOO, Bud Jackson and Jimmie Todd quiz each other on football, and on the Lone Star group is a sports program with Tee Casper and Dave Burns. Agency is Benton & Bowles, New York.

Insurance Spots

NORTH AMERICAN ACCIDENT Insurance Co., Nework, during October has been placing thrice-weekly transcribed announcements on about 40 stations throughout the country. Agency is Franklin Bruck Adv. Agency, New York.

PUT WWJ AT THE TOP OF YOUR LIST

WWJ leads all Detroit radio stations in listener interest, places your sales message in more homes and gives to your campaign the prestige which this station has gained through 20 years of continuous broadcasting in this great market!

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

Member NBC
Basic Red Network

AFRA Contract Covers Broad Scope

Pay Boost if Cost of Living Increases Is Included

A THREE-YEAR contract, covering the employment of actors, announcers and singers on all network programs, both sustaining and commercial, and containing a provision for increases in minimum fees during the last year if the national cost of living index has risen ten points or more, goes into effect Nov. 1, 1940, to run until Oct. 31, 1943.

This new contract, which also includes provisions for all talent booking agents to be licensed by the American Federation of Radio Artists, was signed by representatives of AFRA and the nationwide networks on Oct. 14 and has since been ratified by the New York, Chicago, Hollywood and San Francisco locals of the talent union.

Broad in Scope

Breadth of the contract came as a distinct surprise to industry observers, who had expected only agreement regarding network sustaining programs to eventuate from the conferences of AFRA and network executives that had been held during the preceding month under the auspices of the New York State Mediation Board. Board chairman William H. Davis called the networks and the union together for a last attempt at negotiations after previous conferences had failed to produce a meeting of minds and as the union was on the verge of calling a nationwide strike of all artists engaged on sustaining broadcasts on the networks [BROADCASTING, Sept. 15, Oct. 1, 15].

Terms of the settlement have been labeled acceptable and satisfactory by both sides, each stating that the conclusion represents a true compromise between the desires of the groups. AFRA has gained a bargaining advantage for future negotiations by combining the expiration dates of both sustaining and commercial agreements, which makes possible the withdrawal of all talent save musicians from all network programs, if such tactics should prove advisable, in 1943.

The networks and the advertising interests have gained a renewal of the commercial code, which was fought so bitterly two years ago, well in advance of its expiration date next February, and without any increase in minimums or changes in conditions, freeing them from worry on this source at the time that the industry is engaged in its showdown with ASCAP on the music question.

The networks won a point in securing a three-year contract when the union did not want to make one for so long a term in view of the uncertainty of the future, but this is offset by the provision that if the Department of Labor figures show the cost of living across the country to have increased by as much as ten points at the end of two years, then AFRA may request an increase in the minimums established under the new contracts. For the sustaining contract the minimums may be increased as of Nov. 1, 1942; for the commercial contracts the date is Feb. 12, 1943. This cost of living clause is said to be the first one of its kind ever written into an entertainment union agreement.

Sustaining Clause

While the commercial code, covering Chicago local and Pacific Coast local and regional scales as well as national scales, remains unchanged, the sustaining agreement, covering NBC, CBS, and Mutual stations WOR, Newark, and WGN, Chicago, calls for a basic minimum guarantee that raises the former minimums by $2 and lowers the rehearsal time required. Chicago regional programs, formerly paid on the Chicago scale when broadcast in the Central, Mountain and Pacific Time Zones, now go on the national scale when broadcast in the 11 western States. Programs originating in Los Angeles and San Francisco take the Chicago rate when made available to Central Time Zone stations and the national rate when available in the East.

Staff singers receive increases of $5 a week. The group standby rate is upped $1. Rate for sustaining auditions is increased from $7.50 to $11 and rehearsal time reduced as covered by the basic minimum guarantee. A formula is included distinguishing between sustaining and commercial auditions. Group singers on signature numbers will receive 50% of the basic minimum without giving rehearsals.

Discounts for dramatic strip programs broadcast five or six times a week have been reduced from 20% to 15%, raising the pay-or-play rate for a five-a-week serial from $67 to $81.85. Also, such contracts are now limited to a minimum of six weeks. Provisions for doubling, cancellations, etc., remain as in the original sustaining contract.

Cissie Succumbs

CISSIE LOFTUS, 47 years in vaudeville, stage and movies, became a radio actress as well Oct. 11 when she started playing a boarding house-keeper in the daytime serial *Meet Miss Julia*. Program is sponsored on WOR, Newark, by Stanco Products, New York, through McCann-Erickson, New York. Cecilia Loftus was one of the sensations of London in 1893 and gave a command performance before King Edward VII.

A set of regulations for artists' bureaus conducted by networks and other agents, to be known as "AFRA Rule 12", which have already been accepted by the networks, contains an absolute prohibition against charging commissions on minimum fees or commissions which would reduce the net compensation of the artist to below the appropriate AFRA minimum. Agents are also forbidden to "lump" the aggregate engagements of an artist in computing his commissions, but must figure commissions on each separate engagement to avoid violations of this rule.

Commission schedule provides for a maximum commission of 10% for actors and for the same maximum for announcers and singers under exclusive management contracts, except that where the exclusive management contract guarantees the announcer or singer a minimum of $70 weekly for a six-week period the agent may receive an additional 5% commission. Agents may secure a further additional 5% commission from singers when special services such as promotion, coaching, arrangements, singing and diction lessons, etc., are provided.

No Employer Fees

"AFRA Rule 12" also prohibits the collection of commissions from talent by any person "who directly or indirectly occupies the position of employer." If, for example, "an agent produces a package show and sells the show to a sponsor or advertising agency at a profit or on a cost plus basis, such agent may not collect any commissions whatsoever on the earnings which any of the artists receive for rendering services on such package show."

In notifying talent agents of Rule 12, which requires AFRA members to deal only with agents licensed by the union, AFRA has set the rule's effective date as Nov. 15 and requires agents to get their applications for such licenses to AFRA on or before Nov. 5. Objecting especially to the rules against commissions on minimum fees and package shows, the talent agents organization, Artists Representatives Assn., has appointed a committee to meet with AFRA in an attempt to secure a softening of these regulations and in the meantime has advised its members to refrain from applying for the AFRA licenses.

Committee is composed of William Morris Jr., William Morris Agency; Samuel Lyons, A. & S. Lyons; Charles Miller, Music Corp. of America; Herman Bernie; Thomas G. Rockwell, General Amusement Corp. First meeting with AFRA was held Oct. 23, at which the agents voiced their objections to being bound by terms negotiated by the networks but in which they had had no voice.

The new AFRA-network contract

(Continued on page 75)

CBS LADIES, and their husbands, were guests in the executive lounge of the Ford Exposition during one last sight-seeing fling at the 1940 New York World's Fair. The ladies: (l to r) Mrs. Gittinger Mrs. Klauber, Mrs. Runyon, Mrs. Lewis, Mrs. White. The men: H. V. Akerberg, vice-president in charge of station relations; Mefford R. Runyon, vice-president and director; Frank K. White, treasurer; Edward Klauber, executive vice-president; Paul W. Kesten, vice-president and director; W. C. Gittinger, vice-president and sales manager; W. B. Lewis, vice-president in charge of broadcasts.

So the Advertiser May Know
WHICH Station is . . .

First in Denver

. . . Mr. Beaglehole says

OFFICE OF THE PRESIDENT

THE JOSLIN DRY GOODS CO
DENVER

October 16, 1940

Mr. Lloyd E. Yoder
Radio Station KOA
Denver, Colorado

Dear Lloyd:

We have now used KOA programs daily for more than a year. Our sales have gone up steadily. No other radio station has ever produced such excellent results.

We started with three quarter-hour programs per week and increased it to 5-a-week. While increasing our KOA budget, we reduced our total advertising budget materially, but our sales have increased sharply due to KOA's excellent productivity.

The Raymond Keane Advertising Agency, with Wes Battersea as "Joslin's Inquiring Reporter" are doing a good job for us, in conjunction with KOA's Program department.

I feel that you should know that KOA results have completely justified us in devoting a major portion of our advertising appropriation to broadcasting over your station.

Sincerely yours,
THE JOSLIN DRY GOODS COMPANY
C. F. Beaglehole
C. F. Beaglehole
President

We say, "Thank you, Mr. Beaglehole"

KOA is proud to have been able to serve you so well. Yours is a typical experience shared by a host of satisfied KOA clients, and a big reason why the largest dollar volume of national, local, and spot advertising in the Denver Market Area is placed on KOA.

GENERAL ELECTRIC STATION
KOA
DENVER
50,000 WATTS · 830 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK	CLEVELAND
CHICAGO	DENVER
SAN FRANCISCO	HOLLYWOOD
BOSTON	WASHINGTON

BOSTON'S RADIO and advertising fraternity, 400 strong, paid tribute to John Shepard 3d, president and founder of the Yankee Network, at a testimonial luncheon Oct. 22, during which they also heard a demonstration of FM, his latest and perhaps greatest radio venture. Seated at the head table at Boston's Hotel Statler are (l to r) Prof. Ross Cunningham, director of market research, Massachusetts Institute of Technology; George Chatfield, Lever Bros. Co.; Arthur Rogow, New England manager, Sears Roebuck; Paul A. DeMars, Yankee Network vice-president and FM engineer; "Pop" Shepard; John C. Nicodemus, advertising manager of Kennedy's and vice-president of the Boston Advertising Club; Linus Travers, Yankee Network vice-president; George Cummings, Socony Vacuum; E. C. Favorite, district manager of Atlantic Refining; Craig Smith, advertising manager of Gillette Safety Razor Co.

400 Boston Radio and Advertising Men Fete Shepard, Laud FM Pioneering

WITH more than 400 advertising executives, agency men, radio officials and newsmen present, John Shepard 3d, founder and president of the Yankee Network and moving spirit in commercial FM, on Oct. 22 was feted at a special luncheon of the Boston Advertising Club. Mr. Shepard's newest undertaking—nationwide development of commercial FM—was hailed by the club after witnessing a half-hour demonstration.

Tribute was paid to Mr. Shepard for his radio leadership, not only in introducing FM but for 18 years of active broadcasting as head of the Yankee and Colonial Networks and as an outstanding industry figure. Mr. Shepard's address was brief and informal. He contented himself with thanking the club for the honor paid him and adding his view that FM reception would be even more perfect with the completion within the month of the new antenna mast of W1XOJ, his station at Paxton.

Scored Many 'Firsts'

Linus Travers, Yankee Network vice-president, in recounting Mr. Shepard's radio career, recalled that in 1923 the then 36-year-old radio enthusiast dedicated his first program from WNAC. FM, he pointed out, is but Mr. Shepard's latest "first" during his 18 years in radio. He cited the broadcaster's pioneering in such developments as single-wave vertical antenna, network broadcasting, audimeter survey, coincidental telephone survey, radio news and weather data organization.

The advertising fraternity met for the dual purpose of paying tribute to "Pop" Shepard and of hearing the half-hour demonstration of FM. The session was presided over by John C. Nicodemus, advertising manager of Kennedy's and vice-president of the Advertising Club.

The FM demonstration was provided by the Yankee Network staff and was designed to give the ad men as wide a latitude as possible in judging the value of FM. Originated in the Yankee Network studios, the program was relayed by FM station WEOD to Paxton where W1XOJ broadcast direct to the Statler. Organ, orchestral and vocal selections, as well as varied sound effects were demonstrated, with numbers selected to best reflect the ability of FM to transmit sound in all its natural quality.

'Phantom Pianist'

An innovation was demonstration of the "phantom pianist". Pianist Harry DeAngelas made his entrance at the keyboard of the grand piano in the corner of the banquet hall. He swung into the opening bars of *There I Go*. Just when the guests were beginning to look at each other and mutter "so what", they noticed with amazement that DeAngelas was no longer playing but that the music did not stop. Time elapsed before it was realized that the phantom pianist, Ray Collins, was finishing the composition from his piano at the Yankee Network studios a mile away and that it was being relayed via FM to the luncheon meeting. There was no apparent difference either in the quality or tone produced by the two widely separated musicians. Just to prove it, the pianists finished their demonstration by uniting in a duet.

Paul DeMars, Yankee Network FM engineer, spoke before and between portions of the actual demonstration broadcast. He outlined briefly the history of FM from the day in 1936 when Shepard first heard and was convinced of the future of the medium, to the present day.

Mr. Shepard, as a parting shot, focused attention on the music controversy by observing that "you gentlemen will notice that no ASCAP numbers were used on this afternoon's program."

Guests present at the luncheon, besides those seated at the head table (see picture) were Walter Howey, managing editor, *Boston Record-American;* Ernest Hoftyzer, advertising director, *Boston Record-American;* Frank Baldwin, BBDO; Louis Munro, Doremus & Co.; Frank Browning, Badger & Browning; Charles Holcombe, Alley & Richards; George Chambers, Chambers & Wiswell; Harry Patterson, Harold Cabot and Co., Inc.; Fred Nichols, Eddy Rucker, Nichols Inc.; Dwight Norris, Wendell P. Colton Co.; Marshall Duane, advertising manager of First National Stores; Wallace Hough, Stanco Inc.; Mr. Ray Ilg, vice-president, National Shawmut Bank; Frank R. Black, R. H. White Co.; Karl Frost, Harry M. Frost Co.; Paul Hoag, Badger & Browning; WBZ officials: Wm. C. Swartley, general manager, C. S. Young, assistant general manager, Lee B. Wailes, manager of broadcasting for Westinghouse, Frank Bowes, sales manager, John McNamara, program director, Pete Nelson, in charge of WBOS; G. A. Sauvin Jr., Tom Carens, New England Power Co.; L. L. Edgar, president, Edison Electric Illuminating Co.; S. A. Conover, S. A. Conover Co.; Larry Pratt, BBDO; WEEI representatives Kingsley Horton, sales manager, Roy Marks, Jean Lee, office manager, Nan Howard, Maurice Thompkins.

WHEN DAY IS DONE

Sunset and Sunrise Tables Shift With Old Sol

AS THE days grow shorter with the approach of winter, stations licensed with day and night power differentials and those operating limited time or specified hours, must watch closely the official sunrise tables lest they infringe the specified power limitations. Those stations which begin operation before actual sunrise, under the existing rules, must utilize their lower night power until daytime conditions prevail.

Only daytime stations are not affected by the sunrise tables. The FCC recently adopted a change in rule applicable to those stations permitting them to start their broadcast day at 4 a.m., irrespective of sunrise. This rule, however, does not apply to other classes of stations employing power differentials.

A change in the rules to have the broadcast day start at 4 a.m. for all purposes is being advocated. It it expected such a formal proposal shortly will be made to the FCC.

A NEW fan magazine, *Radio Parade*, will make its appearance on the news stands in mid-November, published monthly by Radio Life Publishing Co., 1650 Broadway. Arthur Kass is publisher, with J. A. Rubenstein as editor and business manager.

Don Lee Acquires Site in Hollywood

Extensive Improvements to Be Made to New Offices

DON LEE Broadcasting System, Los Angeles, after approximately a year of negotiation with Consolidated Film Industries, has acquired on a five-year lease the former NBC Hollywood studio building at 5515 Melrose Ave. The NBC lease on the structure expires at the end of November. Deal was closed by Thomas S. Lee, Lewis Allen Weiss and Willet H. Brown, president and vice-presidents respectively, in early October.

Don Lee has also bought all NBC technical equipment and broadcasting facilities housed in the quarter-million dollar building, which is now being remodeled and redecorated at a cost of more than $25,000. The entire plant is undergoing a thorough revamping before Don Lee Network moves its full personnel of 200 employes from downtown Los Angeles to Hollywood. Three large new studios and executive office space are being added to the main structure. The office building in the rear of the central plant is also being remodeled.

Move to larger quarters was dictated by business expansion, according to Mr. Weiss, who also pointed out that closer proximity to Hollywood talent was another important reason. Also contributing to the move was the desire to be closer to the new $100,000 two-story television studio building now being erected by the firm atop Mt. Lee, overlooking Hollywood, which is expected to be in operation about Jan. 1. Firm also is erecting a new 300-foot directional antenna at its newly-completed transmitter building, Venice and La Cienega Blvds., on the outskirts of Hollywood.

KHJ, key station in Los Angeles, has been housed in Don Lee Building, 1076 W. 7th street, for the last 13 years. Its move to Hollywood will see the passing of a historical landmark. It was from Don Lee Building that the radio debuts of such personalities as Mary Garden, Marie Dressler, Will Rogers, John Boles, Buddy Rogers, Norma Shearer, and others were made.

Musterole Spot Starts

MUSTEROLE Co., Cleveland, on Oct. 14 started its annual 26-week campaign for Musterole salve using a varied schedule of one-minute spot announcements from three to 21 times weekly on 69 stations throughout the country. Announcements five times weekly also are used in Polish on WBNY, Buffalo; WJBK, Detroit; WGES, Chicago; in Yiddish on WEVD, New York, and WPEN, Philadelphia; in Italian on WOV, New York, and WPEN. Agency is Erwin, Wasey & Co., New York.

Oh Henry Dramas

WILLIAMSON CANDY Co., Chicago (Oh Henry) on Oct. 28 started a weekly half-hour dramatic show *Famous Jury Trials* on a split NBC-Blue network Mondays 6-6:30 p.m. (CST) for 52 weeks. On that date the dramatic show started on WJZ WSYR WHAM WXYZ. On Nov. 11 WBZ WBAZ WFMJ KDKA WIL will be added. Agency is Aubrey, Moore & Wallace, Chicago.

WPEN HITS THE TOP!

NEW, BEAUTIFUL STUDIOS — 22 FLOORS ABOVE THE CITY OF BROTHERLY LOVE! FINE EQUIPMENT—A COMPLETE PERSONNEL —AND MIDDLE-OF-THE-DIAL TUNING — ASSURE A BRILLIANT FUTURE FOR 'PHILADELPHIA'S OWN STATION."

A DREAM COME TRUE . . .! THESE SPACIOUS PENTHOUSE STUDIOS ARE CONDUCIVE TO TOP-SIDE BROADCASTING. FOR YEARS, WPEN HAS BEEN RATED A HIGH-CLASS WORKSHOP. NOW, WITH THESE NEW FACILITIES—WPEN IS PROCLAIMED THE SHOW-PLACE OF PHILADELPHIA . . .! FROM OUR LOFTY STUDIO WINDOWS — IT'S EASY FOR SPONSORS TO CLEARLY SEE A PATH—DIRECT TO THE END OF THE RAINBOW!

5000 WATTS* FULL TIME WPEN

(*C.P.)

Porter to Handle FCC Net Inquiry

Former Commission Counsel Works on Per-Diem Basis

RETENTION of George B. Porter, until recently assistant general counsel of the FCC in charge of broadcasting, as special counsel to supervise legal aspects of the FCC's network-monopoly inquiry, was announced by Chairman James Lawrence Fly Oct. 29, following FCC approval.

Mr. Porter, who resigned from the Commission after more than a decade of service, had entered private law practice in Washington. Under the authorization, he will join the FCC Nov. 4, devoting his full time to the assignment until the work is completed. Afterward, he will return to his private law practice as partner in the firm of Porter & Haley.

Briefs on the network-monopoly inquiry are now due Nov. 11, the date having been extended for the third time by the FCC at its meeting Oct. 17. Oral arguments are scheduled for Dec. 2-3, but it is anticipated that a postponement probably will be requested and authorized, due to the size of the record amassed during the hearings in latter 1938 and early 1939, and the importance of the issue.

Will Study Briefs

Mr. Porter, it is expected, will first familiarize himself with the proceedings and analyze the briefs already filed, plus the major documents to be submitted by the networks, IRNA and other participants on Nov. 11. He will argue in favor of the FCC committee's provocative report at the oral arguments.

Retention of special counsel by the FCC is made possible under the statute. S. King Funkhouser was the special counsel who handled the inquiry in its hearing stages and in assisting in preparation of the committee's report. Mr. Porter under the FCC's action is retained on a per diem basis.

In announcing Nov. 17 the further postponement in filing of briefs and in setting the oral argument date, the FCC stated that the oral arguments "will be limited to the issues of fact and policy raised by the report of the Chain Broadcasting Committee dated June 12, 1940."

Apple Spots

WASHINGTON STATE Apple Commission, Yakima, recently placed a two-weeks radio campaign on WSMB, New Orleans, and WTCN, Minneapolis. Two day and two night spot announcements are being used daily. In addition a participation is being used on the *Fletcher Wiley's Housewives Protective League* on KNX, Hollywood. J. Walter Thompson Co., San Francisco, is agency.

Standard Oil Spots

STANDARD OIL Co. of Indiana, as a tie-in with its fall newspaper campaign for gas and oil which starts the same date, on Oct. 31 started a 26-time campaign of chain-break announcements on 48 midwestern stations. Announcements are being used twice daily in Class A time. McCann-Erickson, Chicago, is agency.

WHETHER this was a mixed metaphor or a hunting expedition we leave to our readers. Gene Katz, amiable chief of The Katz Agency Inc., submitted these facts to our "Fish and Game Department", advising that during the annual WNAX (Yankton) Pancake Festival, he acted as historian and photographer of the pheasant hunting expedition. The crouching trigger-man (left) is Luther Hill, vice-president of the Iowa Broadcasting System. The two men with dog are (kneeling) Ted Enns, national advertising manager of IBS, and Bob Tincher, manager of WNAX.

Fly Defines Free Radio As Operation of Station In the Public Interest

FREE RADIO prevails when the station operator lives up to his responsibility to the public to operate his station in the public interest, and this responsibility is the prime factor to be considered, according to an interpretation of the term made Oct. 14 by FCC Chairman James Lawrence Fly at his weekly press conference. Chairman Fly expounded this declaration of principle in response to a request for comment on a charge of alleged censorship leveled against the management of WBBM, Chicago, by George F. Barrett, Republican candidate for Illinois attorney general.

Charging the station with "censorship" of his radio address on WBBM the evening of Oct. 12, Mr. Barrett within a few hours after the broadcast issued a sizzling denunciation of the CBS outlet to newspapers, filed a formal letter to H. Leslie Atlass, CBS vice-president and manager of WBBM, demanding the right to include the deleted portions of his speech in a succeeding address, and notified the FCC of the station's action. The candidate was off the air for 40 seconds when, the station claims, he pulled a small card from his pocket and, reading from it, attempted to tell listeners of the action taken by the station in requesting he cut portions of the address which derided the military appointment of Elliott Roosevelt and alleged violations of the Hatch Act by the Kelly-Nash political machine.

The local situation cleared shortly afterward when J. L. Van Volkenburg, assistant to Mr. Atlass, announced Oct. 18 that the candidate would include the deleted portions in a speech Oct. 20. The technical department, Mr. Van Volkenburg said, had no previous knowledge that Mr. Barrett would deviate from his accepted speech and briefly threw the switch in mid-broadcast when the deviation was noticed.

Asked for comment on the matter at his conference, Chairman Fly responded with his impression of what constituted "free radio", adding finally that he did not think the FCC could "step in" on a situation of this nature.

GERMANY'S 'FREE' RADIO

By MARTIN CODEL

LORD HAW HAW's masters in Berlin have achieved the penultimate in the perfection of a broadcasting system, judging from their own calculations. Indeed, Herr Goebbels' disciples would have us believe it's the ultimate—but they overlook one vital element in their comparisons with the American way of radio operation. They omit to mention that it is a crime in Germany and in all of the Nazi-conquered countries, punishable by imprisonment, to listen to any broadcasts from foreign lands.

Published by the oft-criticized German Library of Information in New York, obviously an appendage of Herr Goebbels' Ministry of Culture & Enlightenment, is a weekly magazine called *Facts in Review*. By article and illustration, this periodical paints the Nazi lily in iridescent hues. The United States mails circulate it to all Washington newspaper correspondents and, it is said, to hundreds of thousands of others without cost to them.

Free—And How!

A recent issue carried an article on "German Radio" which does not say it in so many words but which impliedly gives a comparison of Germany's method of operating a broadcasting system and that of the United States—to the advantage of the former, needless to say.

Without emphasizing that the Government controls anything and everything going out over the Nazi radio, let alone what is published in the completely controlled press, the article starts out by stating, "Radio in the Germany of today is based on the fundamental principle that an instrument reaching the masses must be controlled by the people themselves." Obviously aiming at the privately—but competitively—operated American radio system, it goes on to say, "Such an important medium of communication must under no circumstances serve purely private interests. Since the people's voice is incorporated in the National Socialist state, this principle naturally leads to public control of the radio."

Private radio advertising, the article adds proudly, is in fact practically non-existent in Germany.

There are more than 10 million persons thus paying monthly fees for the right to operate their radio receiving sets. When the Nazis came to power, they introduced a cheap mass production midget called the "Volksempfaenger" (People's Receiving Set). These sold in enormous numbers, thus "confirming the wisdom of the radio policies pursued by the government". That they are so low-powered as to be unable to receive anything but local stations, and that all-wave tuning is taboo on pain of imprisonment, is not mentioned in the article.

Yet "one must not for a minute assume that the German radio listeners have little choice. They can switch off their sets just as readily as American listeners can, and they are by no means slow in writing their approval or disapproval . . . In order to reach as many listeners as possible, German radio reaches into the school and factory, and even aboard ships at sea."

Not Compulsory

Any German can discontinue paying his monthly license fee and cease owning a set if he likes, the article asserts. Yet not a word about the expropriation, without compensation, of all radios owned by Jews. Not a hint of radios to lighten the terrors of concentration camps. Not a word about spying neighbors reporting how the man next door, owning a better radio, was heard tuning in London—and soon was a neighbor no more.

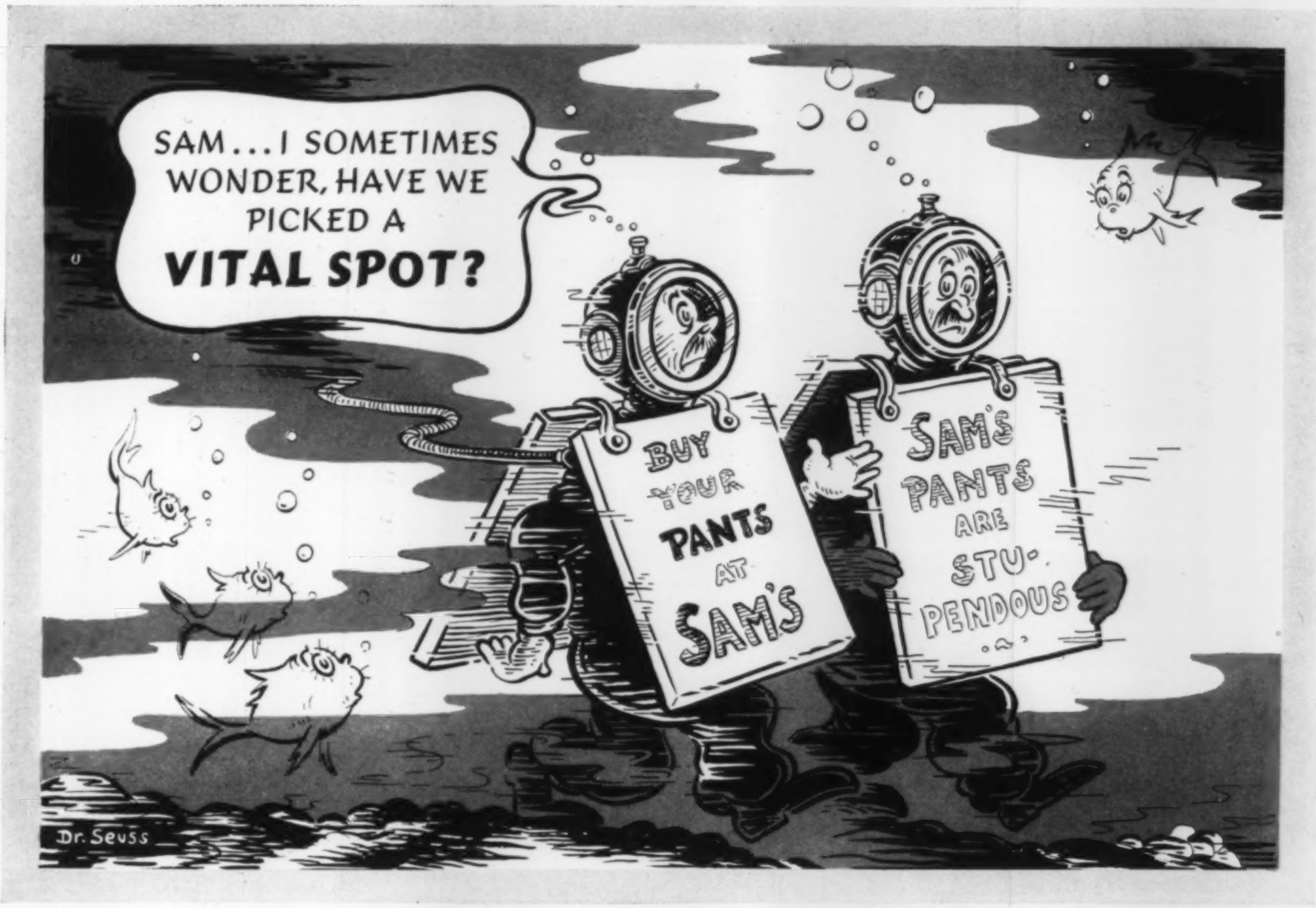
Even in the occupied territory, we are told to believe, everything is hunkydory. Germany has taken over their control, to be sure, but Radio Prague continues to emphasize "Czech cultural conditions" and Cracow's radio continues to broadcast in Slovak and Warsaw's in Polish.

"Political broadcasts (*sic*) play no greater role in present-day Germany than they do in America.

"Just as in America, one may listen to serial dramas or to dramatizations of fairy tales and biographical stories."

That the political broadcasts in America are bi-partisan, in Germany one-sided; that Herr Goebbels pushes a button and he and the self-anointed Nazi hierarchy say what they please when they please; that German radio serials and fairy tales and biographies eulogize the Hitlers and the Horst Wessels and damn the Heinrich Heines and Thomas Manns, not to mention the Churchills and the Roosevelts—all that is unimportant to the great Nazi ideal of radio:

"Thus, the new Germany has attained one of its cherished goals: To make radio an institution truly national, truly popular, truly close to the realities of life. Only in this way is it able to represent modern German culture at its best to the outside world and to plead for a better understanding of that culture."


SAM... I SOMETIMES WONDER, HAVE WE PICKED A VITAL SPOT?
BUY YOUR PANTS AT SAM'S
SAM'S PANTS ARE STU-PENDOUS
Dr. Seuss

"Sandwich" your message in the really VITAL SPOTS

EVERY DAY comes new proof of the consistently large returns advertisers obtain from the *active* audience of the 17 NBC vital spots. For example:

An NBC client recently made a one-announcement offer on a single morning broadcast over station WJZ. The response totalled well over 3000 requests and the offer wasn't diamonds either, merely a booklet. But this story does indicate what a jewel of a reception advertisers get from NBC spot markets.

A performance like this isn't just occasional, either. It's repeated over and over again by every one of these 17 stations, exclusively represented by NBC. Perhaps that's why more advertisers have used these vital spots this year than ever before.

WEAF	50,000 Watts—660 kc.	New York
WJZ	50,000 Watts—760 kc.	New York
WMAQ	50,000 Watts—670 kc.	Chicago
WENR	50,000 Watts—870 kc.	Chicago
KGO	7,500 Watts—790 kc. . .	San Francisco
KPO	50,000 Watts—680 kc. . .	San Francisco
***WRC**	5,000-1,000 Watts—950 kc.	Washington
***WMAL**	500-250 Watts—630 kc. . .	Washington
KOA	50,000 Watts—830 kc.	Denver
WTAM	50,000 Watts—1070 kc. . . .	Cleveland
	WESTINGHOUSE STATIONS	
WBZ	50,000 Watts—990 kc. . . .	Boston
WBZA	1,000 Watts—990 kc. . . .	Springfield
KYW	10,000 Watts—1020 kc. . .	Philadelphia
KDKA	50,000 Watts—980 kc.	Pittsburgh
WOWO	10,000 Watts—1160 kc.	Ft. Wayne
WGL	250 Watts—1370 kc. . . .	Ft. Wayne
	GENERAL ELECTRIC STATION	
WGY	50,000 Watts—790 kc. . . .	Schenectady

The NBC Spot Specialist in New York, Chicago, San Francisco, Boston, Cleveland, Washington, Denver or Hollywood, will give you full information on any or all of these NBC Represented Stations.

*WRC and WMAL will soon be operating with 5,000 watts day and night

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

Code Conference Called to Discuss Chiseling of Time

Chicago Session Also Plans NAB Committee's Agenda

TO APPRAISE the commercial copy limitations of the NAB Code which became effective Oct. 1, and reconcile differences of opinion regarding their imposition, the NAB Code Compliance Committee will hold a special meeting in Chicago Nov. 7, with Chicago advertising agencies placing spot business, station representatives and broadcasters invited to air their views.

Called by Edgar L. Bill, president of WMBD, Peoria, and chairman of the committee, after consultation with NAB President Neville Miller, the meeting will cover the whole commercial radio front. In addition to the time limitations on programs [BROADCASTING OCT. 1], the committee has before it complaints regarding free-time efforts of major agencies as well as certain network program practices held to be at variance with recognized industry standards.

Complaints reaching the committee have arisen largely in the midwestern area, and for that reason it was decided to hold the meeting in Chicago at the Stevens Hotel.

Some Deviations

It is contended that while some stations have attempted to adhere to the letter of the code, curtailing commercials within the new time limits, their competitors have not done so, with the result that business has changed hands. Moreover, it is reported that several station representatives have encountered difficulties in their dealings with advertising agencies regarding the code limitations, particularly in placement of national spot business and transcriptions. For that reason both representatives and Chicago agencies have been invited to the sessions.

A question has arisen regarding the Texaco Co. sponsorship of Metropolitan Opera over NBC Blue. An average opera, it was pointed out, will run 3¼ hours, whereas NBC proposes that the stations take the program on a flat one-hour rate compensation basis on the theory that the program is in the public service field and that the sponsoring company will spend so much for talent that it cannot justifiably underwrite the full time bill. The code committee has been advised by certain stations that they feel this would be a dangerous precedent, since the same arguments might be raised in the case of other outstanding commercials having high ratings, in which the artists are paid five-figure fees per performance. It was contended that this practice, however innocently introduced, might become a menace.

The free time issue [mentioned editorially in BROADCASTING Oct. 15] is on the agenda because of increased demands from recognized agencies for free or bonus time for their clients. The NAB code, as now written, contains nothing on the free time issue as such and as a consequence there may be projected an amendment to the code to cover this generally outlawed practice.

BULOVA radio executives joined in the dedication of the new WPEN studios in Philadelphia on Oct. 23, shown admiring the trophy presented to Arthur Simon, WPEN general manager, by the station staff. Seen (l to r) are Gerald H. Slattery, WCOP, Boston; Hyla Kiczales, WOV, New York; Mr. Simon; George Lasker, WORL, Boston; Mrs. Harold A. Lafount, wife of Harold A. Lafount, (extreme right), director of radio for Bulova. Arde Bulova and James Milne, of WELI, New Haven, left just before the photo was taken, to make train connections.

WPEN's Studios Formally Opened

Dedication Day Featured by News of Power Increase

WPEN, Philadelphia, will remember Oct. 23 as a red-letter day in more ways than one. Not only did it mark the dedication of new station studios, occupying the 21st and 22d floors of 1528 Walnut St. Bldg., but word was also received that day from the FCC granting permission to increase its power from 1,000 to 5,000 watts.

About 250 persons attended the dedication exercises, highlighted by a special hour broadcast at 10 p.m. with many radio, stage and civic personalities participating, and the presentation of a trophy to Arthur Simon, WPEN general manager, by the entire personnel of the station.

Join in Ceremony

Members of the industry paying their respects included Arde Bulova; Harold A. Lafount, director of radio for the Bulova stations; James Milne, WELI, New Haven, Conn.; George Lasker, WORL, Boston; Hyla Kiczales, WOV, New York; Gerald H. Slattery, WCOP, Boston; Herb Moore, president of Transradio Press, who turned on the teletype machines marking the start of that news service for the station; and Sims Guckinheimer, Transradio Press sales director. Representatives from all other local stations paid their respects, including Roger W. Clipp, WFIL general manager; E. Douglas Hibbs, WTEL president; Milton Laughlin, WHAT general manager. Ike Levy, WCAU vice-president; Samuel R. Rosenbaum, IRNA president and head of WFIL; Alex W. Dannenbaum Jr., WDAS sales manager. Benedict Gimbel Jr., WIP president, extended his greetings earlier in the evening during a WPEN remote pickup from a theatre lobby.

Special messages from prominent national figures, including President Roosevelt, were read during the special program arranged by Tommy Smith, WPEN program manager, with Bob Russell serving as master of ceremonies.

The new studios, all newly RCA-equipped, including a new Hammond organ, provide for two large studios, two smaller studios, master control room with space provided for an FM transmitter, and a news room on the top floor; the lower floor providing for Mr. Simon's offices, a reception room, general offices and an auditorium for visual broadcasts. For seven years prior, WPEN occupied the old Childs' mansion at 20th and Walnut streets.

OHIO FAIR POLL

Shows Soap Operas, News Preferred Listening

SERIALS and news programs are the favored broadcast fare of Ohio listeners, according to results of a survey conducted among 1,299 Ohio State Fair visitors by WBNS, Columbus. According to an aggregate compilation of first, second and third choices of program types registered by the sample group, which included persons living in the country, small towns and Columbus, quarter-hour serials and news broadcasts held better than a 2-to-1 preference over the third choice, variety shows.

Results of the poll, based on aggregate choices of program types were: serial, 956; news, 725; variety, 370; drama, 256; dance bands, 190; barn dance, 177; musical comedy, 162; quiz, 134; amateur, 108; baseball, 102; religious, 45; *Amos 'n' Andy*, 42; markets, 40; farm and home, 28; symphony, 27; women's programs, 13; organ, 7; *Pot o' Gold*, educational and presidential fireside chats, 1. The survey, as conducted by WBNS during the Aug. 24-30 fair, also was broken down to show station preference and favored listening hours.

THE brothers Lawrence K. and Donald B. Miller, treasurer and editor respectively of the *Berkshire Eagle*, Pittsfield, Mass., have applied to the FCC for a new 100-watt station on 1500 kc. in Pittsfield.

Horizontal Power Boosts on 3 Waves

Grants on 560, 890, 920 Kc. Pave Way for Treaty

PAVING the way for the impending Havana Treaty reallocation next March 29, the FCC at meetings in latter October authorized horizontal power increases for regional stations on three channels and granted other power boosts permissible under treaty provisions.

Qualified stations on 560, 890 and 920 kc., in the Class III-A category, were given horizontal boosts with directive antennas. In addition, WSPA, Spartanburg, S. C., a daytime station, was granted unlimited time on 920 kc., with 1,000 watts, using a directional. Operated in conjunction with the new 250-watt WORD by the Spartanburg Advertising Co., WSPA is expected to become the fulltime CBS outlet. Majority interest in WORD, now the CBS outlet, probably will be sold in line with the FCC policy against concentrated ownership in the same areas.

Grants on 920 kc.

At its meeting Oct. 15, the FCC granted WWJ, Detroit, a construction permit to increase its night power from 1,000 to 5,000 watts on 920 kc. This grant was followed Oct. 22 with similar power increases to KPRC, Houston; KFEL, Denver; WPEN, Philadelphia, and KOMO, Seattle, all operating on 920 kc. with 1,000 watts night.

Stations on 890 kc. likewise were given Class III-A status Oct. 22 with construction permits for 5,000 watts night power to WJAR, Providence; KARK, Little Rock; WMMN, Fairmont, W. Va., and WBAA, West Lafayette, Ind. The latter station was also given increased hours of operation from specified to unlimited time.

KRNT, Des Moines, key of the Cowles Stations, was granted a construction permit to increase its power from 1,000 to 5,000 watts fulltime on 1320 kc.

At its meeting Oct. 15 the FCC announced power increases to 5,000 watts on 560 kc. to WIS, Columbia, S. C., and WIND, Gary, Ind. WIND will use a directional antenna both day and night, while WIS will use a directional only at night.

WBRY, Waterbury, Conn., was granted a construction permit to increase its power from 1,000 watts to 5,000 watts fulltime on 1530 kc. KLPM, Minot, N. D., was granted a night increase from 500 to 1,000 watts on 1360 kc., unlimited time. KFKA, Greeley, Colo., was granted modification to increase its night power from 500 to 1,000 watts on 880 kc., sharing with KPOF, Denver.

WTJS, Jackson, Tenn., was granted a construction permit to increase its power from 250 to 1,000 watts and to shift from 1310 to 1360 kc. WTAW, College Station, Tex., operated by Agricultural & Mechanical College of Texas, was granted a construction permit to increase power to 1,000 watts day.

At its meeting Oct. 15, the FCC authorized local power increases from 100 to 250 watts for KVIC, Victoria, Tex., and WGOV, Valdosta, Ga. At its meeting Oct. 22 similar power increases to 250 watts were granted KFUN and KENO, Las Vegas, Nev., and KFOR, Lincoln, Neb.

IT WOULDN'T FIT ANYWHERE ELSE ON THE MAP

. . . neither would WKY

• No amount of work will fit Oklahoma into any spot on the map except the Southwest. WKY would be just as out of place in any other location. Its power in kilowatts could remain unchanged but its power to influence listeners has been built to the Southwestern pattern.

People in Oklahoma still have a lot of the pioneering spirit in them. They like the open road, the evening campfire, the restful music of the plains. WKY program builders take these facts into consideration.

As a result, dial twisting is a vanishing habit among radio listeners in Oklahoma. They keep tuned to WKY because of its twenty-year record of building programs of and for the Southwest.

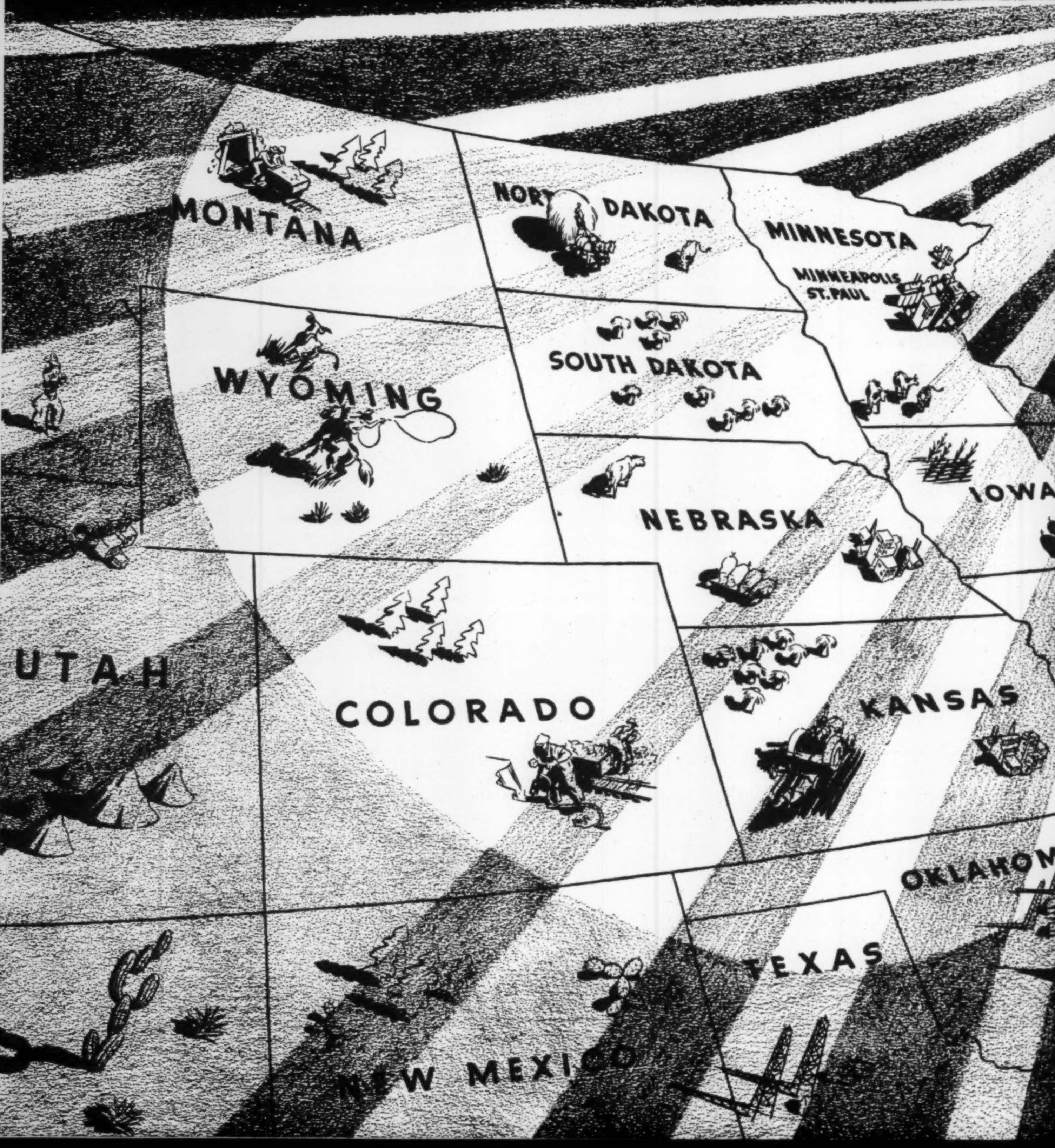
And because Oklahomans like WKY and like the way WKY is programmed, sponsors continue using WKY year after year. They have found that its way of moving into more radio homes in the state than any other station is matched by the way it moves their products off dealers' shelves.

WKY

OKLAHOMA CITY • NBC Affiliate • 900 Kc.

Owned and Operated by The Oklahoma Publishing Company ✱ The Daily Oklahoman
Oklahoma City Times ✱ The Farmer-Stockman ✱ Mistletoe Express ✱ KVOR, Colorado Springs
KLZ, Denver *(Under Affiliated Management)* ✱ Represented Nationally by the Katz Agency, Inc.

POWER

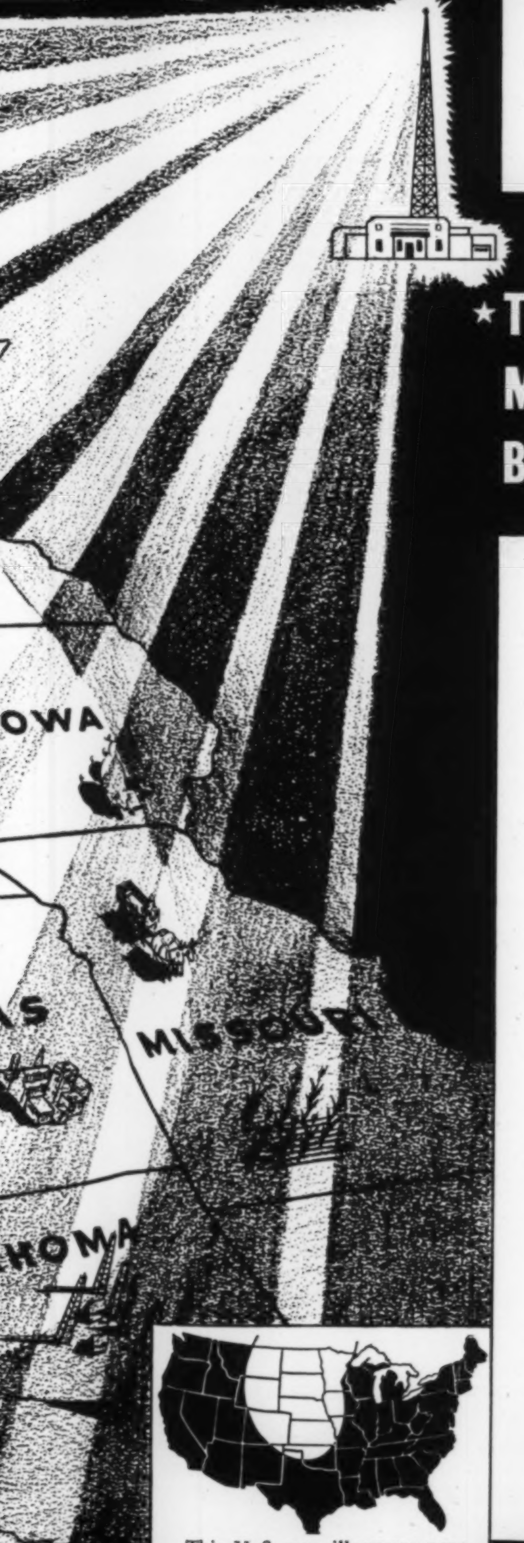

MONTANA
NORT DAKOTA
MINNESOTA
MINNEAPOLIS
ST. PAUL
WYOMING
SOUTH DAKOTA
NEBRASKA
IOWA
UTAH
COLORADO
KANSAS
OKLAHOM
TEXAS
NEW MEXICO

R!

133 500 Watt SIGNAL* WHERE IT IS MOST EFFECTIVE

KSTP

50,000 WATTS • CLEAR CHANNEL



This U. S. map illustrates proportionately the tremendous nighttime coverage of KSTP's new directive antenna array.

*THIS TREMENDOUS SIGNAL STRENGTH TO MINNEAPOLIS AND THE WEST MADE POSSIBLE BY MOST ADVANCED DIRECTIVE ANTENNA ARRAY

KSTP's 50,000 Watts have been nearly *tripled* by *intensifying—directing*—and *concentrating* them. The unique KSTP directive antenna array can be compared with a giant floodlight aiming its powerful beam where it will serve the best purpose—giving nighttime dominance of the great Twin City and northwest trade area—one of America's "Big Ten" markets. The strategic location of KSTP's modern transmitting plant, plus this remarkable antenna array focuses this intense power in populous areas far beyond what you expect — *or pay for!* This antenna produces a signal which could be broadcast from an ordinary antenna only with 133,500 Watts power!

When you buy KSTP, you get *Clear Channel* protection — the *dominant audience* insured by our schedule of NBC Basic Red Network shows and top local programming — and *power equivalent to 133,500 Watts* in this rich market.

You get all this plus KSTP's exclusive *"Planalyzed Promotion"* at rates which give you *more listeners* at *less cost.*

KSTP **NBC BASIC RED NETWORK • MINNEAPOLIS • ST. PAUL**
EDWARD PETRY & COMPANY • NATIONAL REPRESENTATIVES

GOING WEEKLY!
GOING WEEKLY!
JANUARY 13th!
BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

YOU'LL like BROADCASTING Weekly. You'll like the lively news style that characterizes the magazine of the radio advertising industry. You'll like its accuracy, its compactness, its completeness. Added to that, you'll like the way BROADCASTING steps up its enviable pace of "hot off the griddle" news.

As for subscription rates, you're in for a pleasant surprise. While an increase of $2 a year goes into effect on January 1, 1941, you are invited to extend your present subscription NOW or enter a new one at the existing rates.

•

New Rate, **$5** per year – **$8** two years
Old Rate, **$3** per year – **$5** two years
(including Yearbook Number)

STRANGE GOINGS-ON resulted sometimes during R-Day, but Oct. 16 was a swell day for special events for all stations. At left Milkman-Registrant O. L. Blandford answers questions for Chief Registrar Joe Eaton, commercial director of WHAS, Louisville, while Announcer Howard Dorsey (center) and Production Manager Dudley Musson (upper right) record the proceedings for WHAS listeners. Both Eaton and Credo Harris, WHAS director, served voluntarily as registrars in local precincts, and Dorsey interviewed registrants at both their precincts, recording the scenes. Executives of WLAW, Lawrence, Mass., took over the announcing chore on the early-morning *Yawn Patrol*—to all appearances barely arriving in time. The pajama-clad trio in center photo includes (l to r) David M. Kimel, WLAW sales manager; Irving E. Rogers, general manager; David G. Jones, business manager. Down in Atlanta at WATL, women-folk made the wheels go 'round, as shown at right. While Mrs. Lucille Littleton (left), WATL accountant, gets transcriptions ready, Amanda Mason, receptionist, and Para Lee Brock, educational director, take a two-voice trick at the microphone. Riding gain in the control room in background is Jacqueline Jones, continuity editor.

WLAW Will Join CBS As Supplementary Outlet

WLAW, Lawrence, Mass., will join CBS Nov. 17 as a supplementary outlet, bringing the total of the network's affiliates to 122. The standard affiliation contract was negotiated Oct. 10 by Herbert V. Akerberg, CBS station relations vice-president, and A. H. Rogers, president and director of Hildreth & Rogers Co. WLAW recently was authorized to operate fulltime with 1,000 watts on 680 kc.

It is assumed the affiliation arrangement was made to strengthen the CBS position in New England, by virtue of the station's proximity to Boston and its newly acquired fulltime operation.

Filbert in East

J. H. FILBERT Inc., Baltimore (margerine and mayonnaise), has launched a new campaign of spot announcements which began Oct. 14 on WBT, Charlotte; WMBG, Richmond; WRC, Washington, and WBAL, Baltimore, through its newly-appointed agency, Courtland D. Ferguson Inc. Except in Richmond, where newspapers also are being used, radio is being employed exclusively and will be expanded.

DRAFT NEWS IS LEGAL

No. Prize Is Involved, FCC Attorney Finds

A CURBSTONE opinion by FCC Assistant General Counsel Joseph L. Rauh appears to have saved the day for the draft, the Army and the industry. Herb Hollister, alert head of KANS, Wichita, wired NAB President Neville Miller Oct. 23 as follows:

"We're in a honey of a dilemma. Draft lottery news cannot be broadcast without violating Section 316 of the Communications Act. Please pass the aspirin".

NAB Counsel Russell P. Place called Mr. Rauh. The learned barrister promptly ruled that the draft lottery is not a lottery within the meaning of the Communications Act since there is no "prize" element. No appeal is contemplated.

Beech-Nut Spots

BEECH-NUT PACKING Co., Canajoharie, N. Y., is running a spot campaign on more than 100 stations for Beechies and peppermint gum, using 15-second spot announcements on a varying schedule of from several times weekly to several times daily. Agency is Newell-Emmett Co., New York.

Announcerettes

WHEN Registration Day Oct. 16 took the entire announcing staff away from WFVA, Fredericksburg, Va., Manager Richard Field Lewis assigned comely Nan Winkler, his secretary, to do relief announcing. She did so well that the public demanded she be given a regular assignment, which Mr. Lewis says will be done. At WHMA, Anniston, Ala., an all-girl announcing staff was mustered to work the entire day of draft registration — and it proved to be a highly successful stunt.

Radio Aids the Red Cross

NBC, CBS and Mutual will launch the radio portion of the American Red Cross annual roll call on Nov. 10 with an all-star program starring Katharine Cornell, noted American actress, making her radio debut. Outstanding personalities donating their services to the broadcast are Leopold Stokowski conducting his orchestra; Clifton Fadiman, literary critic and m.c. of *Information Please;* Bob Trout, CBS ace commentator, and Raymond Gram Swing, MBS news analyst.

New Lewis-Howe Series

LEWIS-HOWE Co., St. Louis (Nature's Remedy tablets), through Stack-Goble Adv. Agency, Chicago, on Oct. 17 started for 52 weeks a contest program, *Fame & Fortune*, on 78 NBC-Blue stations, Thursdays, 8:30-9 p.m. (EST), with transcribed West Coast repeat on nine stations, 8:30-9 p.m. (PST). Featured is Tommy Dorsey's orchestra, with Connie Haines and Frank Sinatra, singers, and Pied Pipers, harmony group. Unknown songwriters submit their efforts to the program each week, with three numbers selected for broadcasting. Outstanding one is also published, with the writer receiving a standard royalty contract and $100 cash in advance. Writers winning second and third place weekly are awarded $25 each. Charles Bulotti is agency producer. Fred Cole, formerly of Boston, handles the announcer assignment. Richard A. Porter, vice-president of Stack-Goble Adv. Agency, was in Hollywood for the initial broadcast.

AS ONE of a series of programs broadcast in observance of radio's twentieth anniversary, the special features division of WOR, Newark, on Nov. 11 will describe from a plane the transit of the planet Mercury between the sun and earth.

MEN AND WOMEN alike had a busy time of it at radio stations all over the country on Registration Day, Oct.16. At left Boyd Braithwaite (right), of KIDO, Boise, Idaho, receives the first registration certificate from a local registrar. In second picture Lloyd Chapman (left), 24-year-old clerk in the traffic department of KDKA, Pittsburgh, takes the oath from a registrar as Announcer Bob Shield (center) holds a KDKA microphone. When WRVA, Richmond, Va., replaced all male announcers with feminine voices on R-Day, Deane Parker (in third photo), secretary to Irvin Abeloff, WRVA program service manager, took over the man-on-the-street session sponsored by Streitman Baking Co. At right, with the male staff members of KROD, El Paso, busy registering, Marjory Carter, director of women's features (left), and Mrs. Ed Talbott, wife of the chief engineer, handle a remote from one of the local registration scenes.

Educators Praise Radio's Place in National Freedom

Iowa U Conference Features Its Democratic Functions

RADIO'S role in educating and informing people in every walk of life becomes increasingly important as democracy is threatened by totalitarian powers. This premise and its application to the American people was the keynote of the first annual Conference on Applied Radio, held Oct. 17-19 at Iowa U, Iowa City. The conference was attended by 118 representatives of broadcasters and educational institutions and groups.

Highlighted by dedication of the new studios of the University-owned WSUI, the conference featured addresses by leading industry and educational figures and forum discussions on various aspects of radio as applied to different elements of the American population. Sounding the keynote in opening the conference Oct. 17, Dr. James Rowland Angell, NBC educational counselor, spoke on "The Place and Function of Radio in a Democracy." Dr. Angell pointed out that democracy must recognize free radio as a major instrument for meeting the revolutionary changes facing America today.

Not a Tool

"It is repelling to think that we must adopt totalitarian methods," he commented. "If a crisis comes to this country, radio is likely to be one of the first mediums of influence to be taken over. Radio must be kept clear. It must not become a tool of Government. Too often discussion is limited to a narrow phase of radio, such as criticism of commercial advertising, when actually the most important question is the maintenance of freedom of the air.

"The psychology of hearing a speaker is very different from reading the same words on a printed page," Dr. Angell concluded, after commending forum broadcasts as one of the best ways of presenting representative opinions fairly. "Spoken words can undermine the moral integrity which has always come through to save America in crises. When a nation's moral integrity is gone, it is quickly conquered. Thus, because radio carries the spoken word to millions, because it is a thing of tremendous power, it holds the key to a richer, more intelligent life, or to one that is poisoned at its roots by oppressive ideologies."

At the sectional meeting on farm broadcasting led by Ed Mason, farm program director of WLW, Cincinnati, Ray Anderson, of the *Cedar Rapids* (Ia.) *Gazette*, outlined his characterization of the farm audience.

"The farmer is keen, intelligent and can spot insincerity in a radio broadcast just as quickly as he can in print. This can be explained perhaps in the light of his position as the 'hub' of the nation. Political campaigns are directed at him, and he is a member of the largest single occupational group in America. As such he is industry's greatest potential customer.

"Farm audiences have seen the necessity of analyzing all information and opinions which come their way. Then, too, a farmer has time to think. As he rides a tractor or cultivator, he is by himself and depends upon his own judgment in deciding what is right and just. His trips to town are infrequent during the harvest season, and contact with outside opinions usually is made by radio. Hence broadcasters have a real responsibility in serving the farm population."

Audience Slants

Other speeches on the farm broadcast agenda included "How Technical Can the Farm Program Be?", by Charles Worcester, farm service director of WNAX, Yankton, S. D.; "The Farm Program of the Small Station in a Farming Community," by Clair Hull, director of WDZ, Tuscola, Ill.; "The Composition of the Regular Farm Program" by Arthur C. Page, farm program director of WLS, Chicago; "Build Farm Shows Without Regard to Urban Listeners?", by Phil Evans, farm service director of KMBC, Kansas City; "Farm News," by Herb Plambeck, farm editor, WHO, Des Moines; "The Ideal Program for Farm Women," Mrs. Elizabeth C. Wherry, of Wyoming, Ia.

Another sectional meeting, on "Building the Radio Audience," was led by Luther L. Hill, general manager of Iowa Broadcasting Co. Describing the present radio picture as a "Dr. Jekyll and Mr. Hyde" situation, J. Oren Weaver, director of public affairs of the CBS Midwest division, charged that sustaining features did not stand up to commercial programs, ob-

(*Continued on page 52*)

DEEP IN DISCUSSION on how to make the most practical use of radio, all these folks gathered in Iowa City Oct. 17-19 to participate in Iowa U's first annual Conference on Applied Radio. Taking part in the panel on farm broadcasting were (at left, l to r) W. E. Fulton, director of advertising, Oliver Farm Equipment Co.; Charlie Stookey, CBS farm director; Mrs. Elizabeth Wherry, farm woman and writer for rural publications; Herb Plambeck, farm editor, WHO, Des Moines; Phil Evans, farm service director, KMBC, Kansas City; Ed Mason, farm program director, WLW, Cincinnati; George Biggar, WLW program director. The chatty trio at right includes (l to r) Prof. A. Craig Baird, Iowa U; Dr. H. Clay Harshbarger, conference chairman and production director of WSUI, Iowa U educational station; C. A. Siepmann, of Harvard U, and former program director of British Bcstg. Corp., who was one of the principal speakers.

Radio Fraternity

OMEGA TAU ALPHA, professional-honorary radio fraternity devoted to recognition of academic and professional excellence in the field of radio arts, is interested in placing chapters in schools and universities offering work in radio, according to an announcement through the Federal Radio Education Committee. The fraternity is organized and chartered on a national basis. Full information may be obtained from Gary Burdin, Director of Broadcasting, Butler U, Indianapolis, according to the *FREC Service Bulletin.*

RADIO'S GROWING INDEPENDENCE

Industry Figures See Progress in Predicting Trends of the Next Few Years

RADIO'S growing independence will be its chief characteristic in the next few years, declared George C. Biggar, program director of WLW, Cincinnati, speaking on "Radio—the Fifth Five Years" Oct. 18 at Iowa U's first annual Conference on Applied Radio. The independence factor will become increasingly noticeable in program creation by stations, "professional" training for radio by schools, development of radio talent as such, rather than borrowing from stage and screen, and even establishment of radio as a news gathering agency, rather than relying on news services, Mr. Biggar prophesied.

Quoting frequently from various industry figures during his address, one of the principal speeches at the Iowa conference, Mr. Biggar after briefly tracing radio's "trial and error" development during its first 20 years launched his predictions for the future. Pointing to the necessity for taking the world situation into consideration in discussing radio's future, he prophesied that news would establish itself more firmly than ever as a major broadcast function. He declared there is "a genuine dearth of really good radio news-writers and broadcasters" and added that "we are bound to see more men specifically trained for this type of work".

Better Coordination

Quoting J. Leonard Reinsch, general manager of WSB, Atlanta, Mr. Biggar stated: "There is bound to be developed a refinement of our present manner of handling news. We will see closer coordination with the newspapers, the development of radio-adapted news services—all contributing to a change in radio news technique".

Pointing to increased public confidence in radio as a news source, he quoted Sidney N. Strotz, NBC vice-president in charge of programs: "I can even visualize radio in the next five years establishing itself as a news gathering agency instead of relying on the present news services."

Speaking of care in handling news, Mr. Biggar pointed out that with the times calling for the utmost discretion in news handling, reporting on the air, as in newspapers, must be accurate and unbiased. Radio cannot tolerate the inexperienced man who insists on inserting his own opinions and interpretations of news events, he commented, adding that "any man qualified to become a radio commentator should have maturity, background and understanding, coupled with years of study and practical experience in his field". Radio will continue to train many of its news writers, he continued, but specific news training in schools of journalism, plus practical newspaper experience, are essential if stations are to get the best jobs done.

"Radio has been criticized for lack of originality," Mr. Biggar continued in another vein. "One station was successful with an amateur show—and the amateur wave swept the country. The same thing happened with quiz and other audience participation programs. Every possible slant has been used to try to make the newest attempt 'different'. We shall probably always go through cycles of program types. It is no sin to imitate—particularly when one can improve upon the original. But I do think that more constructive program thought and creative effort on the part of stations would make for greater variety in radio's program fare—and make us more proud of our jobs".

Strip Show Problem

Recommending the creation of new types of shows, he alluded to the "soap opera" situation. "It is our job now to build musical, musico-dramatic or other types of daytime programs that will command as large and loyal an audience as the much-maligned 'soap operas'," Mr. Biggar declared. "If we test them and prove that our new originations can do as good a job—or better—than script shows, we should have little trouble in selling them".

Illustrating, he quoted Frank Conrad, recently of McCann-Erickson, New York: "If there is any real change in program tastes during the next five years, I wouldn't be surprised to see it in the daytime strip shows. We had a very interesting experience in that in sponsoring a musical program with

(*Continued on page 84*)

WRVA MEANS LEADERSHIP *plus* IN VIRGINIA!

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WRVA COVERS RICHMOND AND NORFOLK!

√

WRVA IS VIRGINIA'S ONLY 50,000 WATT RADIO STATION— NIGHT AND DAY!

√

WRVA IS COLUMBIA AND MUTUAL!

PAUL H. RAYMER CO.
National Representative

C. T. LUCY, *General Manager*

CBS WRVA

WRVA 50,000 WATTS

MBS WRVA

RICHMOND "VIRGINIA'S PREMIER RADIO STATION" **NORFOLK**

Hearing on WGY Cancelled by FCC

WWL Granted Postponement; Renewal Is Given WHCU

WITH the termination of its arrangement with NBC for program and sales management of WGY, Schenectady, the General Electric Co., licensee of the station, was given a regular licensee renewal by the FCC Oct. 22 after having been cited for hearing to determine whether the management contract violated the Communications Act.

Wiping the slate clean, the FCC granted the petition of WGY for reconsideration and grant without hearing. It cancelled a hearing scheduled originally for Oct. 21 but postponed until Nov. 7 by Commissioner Norman S. Case on special motion before the FCC acted on the petition to reconsider.

WWL Postponement

Governor Case, presiding on the Motions Docket Oct. 18, also granted to WWL, New Orleans, postponement of its hearing on a purported management contract, pending action on its motion for reconsideration and grant of the renewal. The postponement was for 30 days to Dec. 12. WWL is licensed to Loyola University but operated by the WWL Development Co., created by the University as its operating company.

The FCC on Oct. 16 issued an order granting the petition for reconsideration of WHCU, Ithaca, N. Y., also cited for hearing under the management contract study. The order said that since the contract of April 1, 1938 between Cornell and the *Elmira Star-Gazette* has been cancelled and since the existing contract between Cornell and CBS is in the usual chain affiliation form, the petition for reconsideration without hearing was granted and the hearing cancelled and WHCU was accorded a license renewal.

In commenting on the CBS affiliation of WHCU. the FCC pointed out that the general subject of chain affiliation contracts now is being studied and that any decision or opinion with respect to the existing contract between the University and CBS "should be reserved until consideration and action by the Commission upon the entire subject of chain broadcasting agreements."

Still awaiting hearing are the purported management contracts involving WAPI, Birmingham, and WGST, Atlanta. Four Westinghouse stations already cited because of their NBC contractual relationship were given regular renewals two months ago [BROADCASTING, Sept. 15].

Railroad Returns

ILLINOIS CENTRAL RAILROAD Co., Chicago, on Nov. 3 returns to the air *Cameos of New Orleans*, a weekly quarter-hour live talent dramatic program, Sundays 2:30-2:45 p.m. Contract is for 18 weeks over 10 NBC-Red stations including WMAQ WTAM WIRE WTMJ KSTP WHO WOW KSD WTAM WSMB. Program was heard last year over WMAQ with live talent and over a number of other midwestern stations on records. Caples Co., Chicago, handles the account.

Swartley Named WBZ-WBZA Manager; Conley, Webb Given Fort Wayne Posts

Mr. Swartley

FOLLOWING the company policy of merit promotions, Lee B. Wailes, manager of broadcasting of Westinghouse Radio Stations, has announced the appointment of W. C. (Bill) Swartley, manager of WOWO-WGL, Fort Wayne, as general manager of WBZ-WBZA, Boston-Springfield. John B. (Steve) Conley, WOWO-WGL office manager and auditor, was named to succeed Mr. Swartley at Fort Wayne.

Concurrent with the new managerial assignments, Mr. Wailes announced the appointment of Frank V. Webb, formerly manager of KTMS, Santa Barbara, as sales manager of WOWO-WGL. He succeeds Ford Billings, who resigned to join WCKY, Cincinnati, as sales manager. Named auditor of KYW, Philadelphia, was Albert H. Bates, member of the Westinghouse accounting department at East Pittsburgh. Mr. Bates succeeds J. F. M. Proulx, who recently left the company. All assignments, announced in mid-October, were made immediately effective.

Swartley Succeeds Callahan

Mr. Swartley succeeds Vincent F. Callahan, who had headed the Massachusetts station since last July. Mr. Callahan has not made known his immediate plans.

Mr. Swartley has been manager of the Fort Wayne stations for the last 2½ years. A native of Pennsylvania, he was graduated from Cornell in 1930 with a degree in mechnical engineering. Later that year he joined Westinghouse, taking the company's student sales course. His first assignment was in the industrial relations department. Later he was detailed to the staff of the vice-president in charge. His next job was in the office of the president in Pittsburgh, handling administrative work. In 1938 he went to Fort Wayne and immediately became active in the city's civic affairs. He holds a commission as first lieutenant of ordnance in the Army Reserve.

Mr. Conley

Mr. Webb

Steve Conley, also a Pennsylvanian, received his B.S. degree in business administration from U of Pennsylvania. He entered Westinghouse in 1925, beginning in the Accounting Department and was manager of the tabulating section at the time of his transfer to Fort Wayne when Westinghouse assumed operation of the stations. During his four years in Fort Wayne, Mr. Conley has carried on many business activities beyond his duties as auditor of the stations. He was a sergeant of a machine-gun company in France during the World War.

Mr. Webb was born in Mexico City, and attended Kent College. Before joining KTMS he was assistant advertising manager of the Santa Barbara *News-Press*. Previously he had spent five years in the advertising department of the *Arizona Republic & Gazette* in Phoenix and for a time was advertising manager of the *Prescott* (Ariz.) *Journal-Miner*.

Mr. Bates, formerly of Pittsburgh is a veteran Westinghouse man, having been with the company since 1926. His first job was in the radio engineering department where he remained until 1929. He was then transferred to the financial accounts division, where he worked until his promotion to the position of KYW auditor.

Scholarships in Radio Are Awarded by WLW

WLW, Cincinnati, cooperating with the Cincinnati College of Music, on Oct. 18 announced the awarding of 15 scholarships in radio training in the College's radio department to young people in the Cincinnati area. The scholarships, valued at $100, entitle winners to a year's tuition in residence at the school [BROADCASTING, Oct. 15]. Final awards were announced by Joseph Ries, WLW educational director, after preliminary auditions and eliminations.

Each of the scholarship winners is entitled to study three of the four courses offered in the radio department. Courses include acting, announcing, production and sound effects, all in charge of WLW staff members. Originally 10 scholarships were offered in the competition, but later the number was increased to 15.

WKGA are the call letters assigned by the FCC for the new station in Tampa which it recently authorized the *Tampa Tribune* to erect [BROADCASTING, Sept. 1].

Buck With Bow

LAST LAUGH on ribbing colleagues came in mid-October to Chester Brown, engineer of WTMJ, Milwaukee, when he returned from Manitowish, Wis., with a 140-pound buck bagged with bow and arrow. The deer was brought down with a broadhead arrow from 40 yards after a stalk through a cornfield, according to Archer Brown.

Blackstone Plans Spot

BLACKSTONE PRODUCTS Co., New York, which recently appointed Raymond Spector Co., New York, as its advertising agency, is planning an enlarged spot campaign for Blackstone's Aspirin and Aspirtone to start early in November. Locally established quarter and half-hour shows on 30 to 50 stations will be used to reach the rural market, particularly in the Southeast and Middle West.

O'Fallon Explains ASCAP Position

Clarifies 'Check Sheet' Used In Copyright Campaign

INDIGNANT over reports that ASCAP purportedly is circulating a "check sheet" on program originations of KFEL, Denver, designed to show that the station is performing ASCAP music despite its purported effort to operate without such copyrights, Gene O'Fallon, KFEL manager, Oct. 18 wrote ASCAP to clarify his station's position.

In a letter to Herman Greenberg, ASCAP assistant general manager in New York, Mr. O'Fallon said information had reached him that ASCAP may be using certain information regarding musical content of KFEL originations "in your contact with other stations". He said he assumed this "check sheet" information was being used in ASCAP sales talk to offset the effect of KFEL's announced policy of restricting use of ASCAP music since last July. So ASCAP and all stations may have all of the facts, Mr. O'Fallon said that for the duration of the station's existing ASCAP license period, or until Dec. 31, "we shall make whatever use we desire of ASCAP music in conformity with our license—we have been doing so and will continue to do so until Dec. 31."

Can't Be Forced

The plain facts, Mr. O'Fallon recited, are that KFEL has eliminated practically all ASCAP music from local program originations since last July but that there have been some instances where it was advantageous to perform occasionally an ASCAP composition. A typical instance, he said, is on a commercial program for a roller skating rink in which the station has permitted the agency to select the music. "The fact that this rink employs an organist who has been in the past, and perhaps may be at present, employed as an ASCAP spotter for infringements may have something to do with the selection of certain ASCAP compositions for its programs."

Mr. O'Fallon said that KFEL is concentrating upon non-ASCAP music because ASCAP has claimed that performance of music by radio has been injurious and that radio has "killed your tunes". While he does not acknowledge this effect, Mr. O'Fallon added he had "no desire to injure your compositions".

Secondly, he said the station's policy is to give listeners the opportunity of becoming familiar with music other than that controlled by ASCAP prior to the expiration of the ASCAP license. He emphasized he did not intend to renew with ASCAP because it "has consistently refused to permit us to purchase any portion of your service without requiring us to pay for the use of your entire catalog. Probably you have the right to dictate the terms upon which we can use your product, but we don't see how you can force us to use it if we don't like your terms."

Answering the ASCAP contention that radio performances have ruined its music, Mr. O'Fallon said it was his contention that radio performances have built it up. BMI was created as another source of supply to support the broadcaster's contention.

"almost indispensable"--at WLAC,

NASHVILLE

The Hammond Novachord Earns Its Way Immediately . . . at WLAC, Nashville

WLAC features the Novachord on daily sustaining and sponsored programs.

Success of its powerful, new appeal in radio is demonstrated by the Novachord's record at WLAC, Nashville.

Almost immediately after its delivery to the studios, the Novachord was sold to new sponsors as the feature of new programs for WLAC. Listeners were quick to respond. They wrote in, praising the beautiful tones and the versatility of this marvelous instrument.

In your own radio productions, you can make immediate, profitable use of the Novachord. You will find its amazing versatility . . . its remarkable ease of playing . . . will give your staff musicians a new interest and a new appeal!

See the Novachord. Hear it. And try playing it! Just look in your classified telephone directory for the name of your Hammond dealer. Or, for the Portfolio of Novachord Experience in Radio, write to: Hammond Instrument Co., 2989 N. Western Ave., Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

"We have found the Novachord to be one of the greatest of musical instruments and its addition to the WLAC daily program schedule has aroused much favorable comment. Its versatility makes the instrument almost indispensable. We use it both as a solo instrument and for solo accompaniment. We find that it blends perfectly with other musical instruments, as well as being capable of taking any part or the lead.

"We were the first station in this area to add the Novachord to our group of musical instruments and now feel that it is almost indispensable."

(Signed) J. T. Ward

Play the Novachord as you would a piano . . . to bring forth beautiful piano-like tones. Then, turn the Tone Selectors . . . to bring in effects of string quartette, flute, guitar, trumpet and dozens of others.

See . . . Hear . . . Play

The NEW Idea in music—by the Makers of the Hammond Organ!

THE HAMMOND

Novachord

at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York

Court Reaffirms Campaign Rights

New York Ruling Nullifies Communists' WSAY Suit

REEMPHASIS of a radio station's right to withhold use of its facilities by a political organization or candidate not legally qualified under State regulations was voiced Oct. 16 by the New York State Supreme Court. The ruling, handed down by Justice John VanVoorhis, effectively nullified a suit entered by the Communist Party of Rochester and Monroe County, N. Y., to compel WSAY, Rochester, to restore to the air the Communist organization's series of quarter-hour Sunday afternoon broadcasts.

In his ruling Justice Van Voorhis denied the Communists' motion for a temporary injunction on the finding that the contract entered into last June beween the Communist Party and the station owner, Gordon P. Brown, for 13 political broadcasts permitted cancellation by either the station or the Communist Party on two weeks' notice. Although WSAY counsel maintained that members of the Communist Party involved were not legally qualified candidates, the judge held that the complaint involved only the contractual provisions and did not extend to the Federal statute requiring equal facilities for all qualified candidates. However, Justice VanVoorhis pointed out that it has been generally understood that except insofar as it binds itself by contract, and provided it does not contravene the law regarding equal opportunities to qualified candidates, a broadcasting station "has the right to select what programs it will transmit and to reject such as it chooses".

Had Carried Six

After six broadcasts the station on Sept. 20, two days before the next scheduled program, notified the Communist group no further broadcasts under the contract would be permitted. The suit for a permanent injunction against the station asked that Mr. Brown be commanded to permit the remaining broadcasts for which the group had contracted. As only three of the broadcasts remained on the rejected schedule at the time of the ruling and the litigation would be merely academic after the November election, counsel for the party group indicated the decision ended the suit.

The evening of Oct. 16, shortly after the decision was handed down WSAY broadcast a special announcement of the ruling. Speaking on behalf of the station management, Mort Nusbaum, WSAY commercial manager, briefly explained the background of the case and noted the Supreme Court ruling. Countering accusations that the station was "depriving people of the right of free speech", Mr. Nusbaum declared: "On this very day when 16,000,000 of America's finest men are signing what amounts to a supreme declaration of loyalty to the United States government, it does not seem to us to be violating the Constitution when we prevent speakers from insinuating anti-American doctrines into American minds."

JUST BEFORE leaving for New York headquarters Sidney N. Strotz, NBC vice-president recently appointed program director of the network, on Oct. 15 held a final conference with three of the men he left in the NBC central division in Chicago. Going over some central division business are (l to r) Paul McCluer, new manager of the NBC central division Red Network sales department; Harry C. Kopf, new manager of the NBC central division; E. R. Borroff, new manager of the NBC central division Blue Network sales department, and Mr. Strotz, formerly in charge of the central division.

RADIO AND MRS. ROOSEVELT

Air Earnings Far Over $100,000, All for Charity; Says Biography by Ruby Black

RADIO EARNINGS of Eleanor Roosevelt during her tenure as First Lady of the land total well over $100,000, based on a statement of her income from broadcasts appearing in the recently-published biography, *Eleanor Roosevelt*, by Ruby Black, Washington newspaper-woman [Duell, Sloan & Pearce, New York, $2.50]. According to Miss Black's volume, Mrs. Roosevelt from May, 1934, to Dec. 31, 1939, turned over $99,410.03 in radio income to the American Friends' Service Committee.

This sum does not include the 13-week series on NBC-Red Mrs. Roosevelt completed July 25 for Manhattan Soap Co., the income for which went directly to her and, after tax payments, was turned over to philanthropies of her own choice, disbursed chiefly through the Friends' organization. Neither does it include earlier income from her broadcast activities, dating from her first radio appearance for pay shortly after the 1932 election. Although no definite figures have been available on the amount of this income, it is thought the total may be about $150,000.

Quick to Learn

The First Lady's progress as a radio personality is traced at some length by Miss Black. "During this time (1934 to 1939), she was slowly developing a radio technique," the writer comments. "Her series for the Selby Shoe Co. provided her best training. She wrote and rewrote, with aid. She rehearsed constantly and faithfully, under skilled direction, went over and over her script to make it fit the time allotted, down to the last second. She also took lessons in speech to learn how to breathe properly and to keep her voice from skidding up into the higher registers. Those who worked with her commented on her ability to start as an unskilled amateur and skip the intermediate stages to the finished product.

"She always worked just like any other radio speaker. After the wedding of her son, Franklin Jr., to Ethel duPont, she went in the rain to Wilmington, about 10 miles away, to make her regular broadcast, before returning about 15 miles to Owl's Nest, the Eugene duPont home, for the wedding reception. On other occasions, she went back to radio stations at midnight to rebroadcast her programs for the West Coast.

"Mrs. Roosevelt never let her radio programs interfere with her White House duties or her work with Governmental agencies. When she was, for example, in a remote area like the Arthurdale homestead, she delivered her radio programs by long-distance telephone, sharing with the sponsor the cost of remote control arrangements. She always specified in her contracts that such arrangements would have to be made, on occasion, and plans both for the budgeting of the cost and for the mechanical set-ups were made well in advance."

Co-Op Sporting Discs

SPORTING ARMS and Ammunition Institute, New York, association of ten chief manufacturers of sporting equipment, has a transcribed series on 10 stations to popularize shooting, sports and game restoration. For 10 weeks, the twice-weekly series, *Shooting Adventures of Famous People*, is broadcast coincidentally with the local hunting season. Account is split between BBDO, New York, and D'Arcy Adv. Co., St. Louis, each of which bought half the time. Stations are KVOO WSB WAPI WLW WMC WWL KMOX WDAF KLRA WCCO.

Network Originations Sought by Philadelphia

PHILADELPHIA musicians' union has enlisted the support of George W. Elliott, secretary of the local Chamber of Commerce, to induce local agencies and national advertisers sponsoring network shows to originate their programs in Philadelphia. It is pointed out that while local agencies place a great number of national accounts and many local industries have long sponsored network shows, there is not a single program originating in Philadelphia. Except for the Philadelphia Orchestra concerts, at one time cooperatively sponsored by banking groups, and a single Atlantic Refining Co. program when it first went on the air, local agencies and sponsors have continually detoured local stations as originating points.

Apart from the employment opportunities it would provide locally, the campaign is directed as a matter of civic pride. It is pointed out that the prohibitive standby fees for musicians, which caused local advertisers and agencies to go out of the city to originate shows, have been practically abolished. Initial attention will be directed at Campbell Soup Co., RCA Mfg. Co., Philco Radio & Television Corp., Westinghouse Electric Co., DuPont's Sun Oil Co. and Atlantic Refining Co., all of whom are identified with radio sponsorship and have plants in the local area.

MBS Co-Op Sponsors

SINCE Dorothy Thompson started her weekly series on MBS titled *Personalities in the News* on Oct. 6, five sponsors have joined the group cooperative advertisers, making a total of 14 sponsors on 22 stations [BROADCASTING, Oct. 15]. New sponsors and stations are: Pilot Radio Corp., WAAB, Boston; Southern Bank of Norfolk, WGH, Newport News, Va.; George T. Broadnax (jeweler), WMPS, Memphis; Loveman, Berger, Titlebaum (department store), WSIX, Nashville; Chrysler Dealers, WFIL, Philadelphia; Par Soap Co., Oakland, Cal., on the eight California stations KHJ KGB KDB KFXM KMPC KVOE KXO KVEC.

Farm Series Returns

DR. HESS & CLARK, Ashland, O., is sponsoring for the third successive year a series of five-minute thrice-weekly transcriptions on 12 stations west of Chicago to advertise livestock and poultry remedies. The series, titled *Sam Guard Talks*, features the editor of *Breeder's Gazette* in talks on farm topics and farm anecdotes. Account is handled by N. W. Ayer & Son, New York. Stations are WKY WNAX KFAB KFEQ WJR KFH WHO WLS KSTP WIBW KMOX WLW.

Paramount on CBS

PARAMOUNT PICTURES, New York, advertised the movie "World in Flames" on 116 CBS stations Oct. 26 and 150 MBS stations Oct. 24, with quarter-hour evening programs. The film, released Oct. 23, was promoted on CBS by a news broadcast featuring Elmer Davis and Major George Fielding Eliot. On MBS, Commentators Raymond Gram Swing and Wythe Williams discussed the picture. Agency is Buchanan & Co., New York.

DON LEE WINS THE COAST CONFERENCE

THE SCORE

Pacific Coast Regional Accounts

DON LEE	24 Hours Per Week
Network B	9 Hours Per Week
Network C	5¼ Hours Per Week
Network D	½ Hour Per Week

Don Lee carries better than 50% more regional advertising on the Pacific Coast than all other networks combined.

DON LEE SCORES AGAIN!

In a year when upsets seem to be the rule, it's perfectly natural for Don Lee to break through with the year's most exciting win . . . the championship of the Pacific Coast Conference. But was it an upset? How could Don Lee miss with the strongest and largest team (31 stations . . . one within 25 miles of every radio family on the Pacific Coast) . . . with the *only* aerial attack that reaches every home on the Pacific Coast. No wonder Don Lee rolled up a much larger score in regional network business than all the other Pacific Coast teams combined (note the score board for actual figures). And do the rooters love it! They're the boys who judge results by actual sales. Is it any wonder that the Pacific Coast dealers and distributors (the local experts, who *really know* the local teams) prefer Don Lee when Don Lee plays the kind of ball that brings action at the cash register.

MUTUAL DON LEE BROADCASTING SYSTEM

1076 W. 7th St., Los Angeles, Calif.
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
Affiliated with Mutual . . . Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK

FCC Simplifying Routine Methods

New Procedure Designed to Eliminate Bottlenecks

CONFRONTED with a bottleneck in its technical divisions which resulted in the piling up of routine broadcast applications, the FCC Oct. 19 announced streamlining of procedure for examination of broadcast applications "with a view to more orderly and expeditious handling".

Heretofore the engineering, accounting and legal departments have separately handled broadcast applications, whatever their nature. Under new procedure the FCC announced that, so far as possible, consideration of applications will be handled simultaneously in these departments. While no actual figures are available, it is estimated that more than 100 broadcast applications have been stymied in the Law Department, after having cleared through engineering and accounting.

Acknowledgment Cards

The FCC said methods of operation of each of the individual units responsible for review of applications are being studied with a view to speeding up the work. The FCC announcement continued:

"The secretary of the Commission has been directed not to regard applications as formally filed with the Commission until they are in his hands, duly executed, and complete with respect to the answering of all required questions. Under the new procedure, an acknowledgment card will be sent to the applicant immediately upon receipt of the application.

"If it is necessary to return the application for the correction of formal defects or to enter into correspondence with the applicant with regard to correcting his application in respect of any matters of form, the applicant will be notified that his application is not in form for consideration by the Commission and that the application will not be shown on the records of the Commission as officially filed until the formal defects specified in the letter of notification have been corrected. Upon the return of the application in proper form, a file number will be assigned and the application will take its place in the regular order for consideration."

FIFTH AVENUE'S CROSS-ROADS

Blend of Village and City Items Provides Formula For Success Program on WJZ

MIX THE INTIMACY of small-town talk with carefully selected news that will interest a sophisticated feminine audience in an area where you can walk down a few blocks of Fifth Avenue and bump into a dozen unheralded celebrities—and you have most of the formula for a big-time sponsor-participation program for New York women.

Which, with the addition of a sparkling personality, accounts for the success of *Woman of Tomorrow*, one of New York's big local programs, developed by Alice Maslin, the "Nancy Craig" who conducts the program five mornings a week, 9-9:30 on WJZ.

The program has just turned a birthday, having risen in its brief two years from commercial non-entity to a gross of more than $10,000 a month.

Small-Town Slant

The *Woman of Tomorrow* is essentially a small-town idea that came to the big city of New York. It had its origin in the conviction that the women of 5,000,000 radio homes in WJZ's area were every bit as much housewives as the mistress of the house next door in Seattle or Schenectady. She might be an apartment dweller in Manhattan or a suburban matron in Bronxville, but her interests in making a home liveable and in pleasing her family were pretty likely to parallel those of the women of Rockville.

Sponsor - participation wasn't new. It had been tried and worked sucessfully in many other parts of the country. The trick lay in finding just the right shade of the basic idea for a sophisticated audience in New York's news-saturated metropolitan area.

After much consultation between Miss Maslin, the sales staff of NBC and its program officials, she went on the air with the program Sept. 26, 1938. The series was given 13 weeks to make good; in other words, three months to lure the first sponsor into the fold.

Actually, the series did much better than that. Within six weeks it had its first sponsor. Pond's hand preparation, Danya, was first advertised on the program on Oct. 31. Knox Gelatine quickly followed.

ALICE MASLIN

By the end of the first 13 weeks, *Woman of Tomorrow* had five sponsors. Currently, 16 advertisers are sponsoring the program. Mail response has risen from 3,566 letters in October, 1938 to 57,980 letters in April, 1940. The first six months yielded a gross of $28,140; 1940's first six months billings totaled $64,400.

Service First

Miss Maslin says that the program is essentially a "service" feature. "The aim of the series is always to keep a step ahead of the times," she says. "I try to give information that is available today on methods and materials that will be used tomorrow. In that way we arouse the home-maker's interest and curiosity in new things so that, given the initial stimulus, she will go on by herself to learn more.

"During a week's time I try to cover every subject of general interest to women."

Miss Maslin, for all her youthful zest and appearance, is no Johnny-Come-Lately to radio. She has been with NBC since 1937, having triumphed in auditions that included nearly 50 women. The qualifications were the ability to attract a large woman's audience and an understanding of the advertiser's problems.

Back beyond her experience with NBC lies a dozen years with KMOX, St. Louis. She joined the KMOX staff as program director in 1925, and for seven years thereafter she was responsible for the production of more than 16 hours of sustaining and commercial programs a day. Her duties included the development of the continuity and talent bureau departments. She has also taken part in several transcribed series, and for a time was program director for the American Broadcasting Co.'s transcription studios.

Infringement Suit Dismissed

SUIT by Joseph John Davilla against NBC, CBS, WOR, WMCA, Warner Bros. and a long list of music publishers, authors and composers was dismissed Oct. 22 in New York Federal Court by Justice Samuel Mandelbaum. Plaintiff claimed that his song "If I Were a Spider and You Were My Fly," written in 1918 was infringed by "The Desert Song," written by Sigmund Romberg, Oscar Hammerstein II and Otto Harbach, and sought an injunction and $250 damages for each public performance of the piece.

Food Time Sales Of CBS Rising

Gain of Over 50% Is Shown In Nine Months of 1940

BILLINGS on CBS by advertisers in the food industry for the first three-quarters of 1940 total $9,608,256, the network reports, which is an increase of 53.3% over the same period last year and only $80,000 short of the 12-month total of $9,688,774 spent on CBS in 1939. With this percentage increase and the increased schedules already planned by leading food sponsors for the next two months, it seems very probable that the food industry will far exceed last year's total and easily continue in top position among CBS network advertisers.

During the first nine months of 1940, Campbell Soup Co. and General Foods Corp. maintained their position as the two leading food advertisers on CBS and showed large increases in their expenditures from January through September, 1940. Last year the two companies' total billings on CBS were $5,444,250, and so far this year it looks certain that each company will cross the $4,000,000 mark in billings—establishing a record in both instances for food advertisers.

Far Ahead of 1939

Campbell Soup, which started using CBS in 1934, devoting 100% of its radio advertising budget of $205,800 to CBS exclusive of talent, has in 1940 spent more in the past nine months on CBS than its entire network radio outlay for 1939. With billings thus far of $2,912,434, the company is running 121.4% ahead of its budget on CBS for the same period last year, and some $200,000 more than its radio budget for 1939 on all networks. General Foods, with seven programs on CBS, has spent $2,760,664 on CBS for the first nine months of 1940, an increase of 44.2% over the same period last year, and on Oct. 7 added two more daytime programs to its CBS schedule.

At the end of September, 1939, there were 18 food advertisers on CBS, while thus far this year there are 21, a 16.7% increase. These 21 sponsors have presented 36 programs, or 20% more than the 30 presented in 1939.

Food sponsors and their programs currently on CBS are:

Bowey's Inc., *News and Rhythm;* California Fruit Growers Exchange, *Sunkist Presents Hedda Hopper's Hollywood;* Campbell Soup Co., *Campbell's Short Short Story, Amos 'n' Andy, Martha Webster, Fletcher Wiley, Lanny Ross;* Continental Baking Co., *Pretty Kitty Kelly, Marriage Club;* Corn Products Sales Co., *Society Girl;* Florida Citrus Commission, *Mary Margaret McBride;* General Foods Corp., *We, the People, Kate Smith Hour, Kate Smith Speaks, My Son and I, Joyce Jordan, Girl Interne, Young Dr. Malone, Kate Hopkins, Portia Faces Life;* General Mills, *By Kathleen Norris;* Ironized Yeast Co., *Court of Missing Heirs;* Lever Brothers Co. (Spry), *Aunt Jenny's Real Life Stories;* Pet Milk Sales Corp., *Saturday Night Serenade, Mary Lee Taylor;* Procter & Gamble Co., *Right to Happiness;* Best Food Co., *We the Abbotts;* Thos. Lipton, *Helen Hayes Theatre.*

NBC Gets Game

NBC, utilizing 152 stations, has been given exclusive broadcast rights to the Pasadena, Cal., Rose Bowl football game and the preceding Tournament of Roses parade. This will mark the first time that local Los Angeles area stations have been eliminated. NBC, it is understood, will give considerable advance publicity to the double event.

THROUGH the control-room window William Rabe (seated, right), vice-president of Manufacturer's Trust Co., New York, watched opening of the bank's *News of the World* on WABC, New York. Program is heard four quarter-hours a week. Standing by Mr. Rabe is Frank White, CBS treasurer, with George Allen (standing, center), WABC program director, script in hand, watching studio proceedings.

THE GREATEST VALUE WE'VE EVER OFFERED!

12 Months' Subscription to "Hollywood Headliners" with Stella Unger

AT A COST OF ONE MONTH'S NBC THESAURUS SERVICE

FREE BONUS! *8 trial programs will be sent to NBC Thesaurus subscribers without cost—for either commercial or sustaining use!*

Here is a money-making opportunity for local stations that hits a new high in value! . . . "Your Hollywood News Girl"—the amazingly versatile and successful Stella Unger—is now available in an NBC recorded program at a bargain cost that will make your eyes glisten.

156 Programs—A full year's subscription to her highly popular show is yours for the price of just one month's NBC Thesaurus service. This means 156 programs—3 a week for 52 weeks!

This is a program you'll have no trouble at all selling for sponsorship—because it has proved it can produce big sales results for leading radio advertisers. As a sustainer, it's a top-notch audience builder. "Hollywood Headliners" can be programmed as a 5-minute show, or it also may be used with NBC Thesaurus music as a 15-minute program.

That Bonus Offer—As a bonus to present NBC Thesaurus subscribers, we are sending 8 trial programs free—plus a special opening and closing announcement record! These recordings may be used until December 1st—and Thesaurus subscribers have options in their markets till that date.

Promotion and Merchandising—As a part of the promotional material available to all "Hollywood Headliners" subscribers, NBC includes a special series of recorded advance announcements and a sales presentation by sales-minded Stella Unger herself, addressed to commercial prospects. Get full details on this sensational value, today!

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY
RCA Building, Radio City, New York • Merchandise Mart, Chicago • Sunset and Vine, Hollywood

Uncle Sam Scans Savings-Loan Program

Federal Analysis Reveals Power Of Radio

UNUSUAL, indeed, is the news that Uncle Sam has made an analysis of an advertising medium and its effective use in promoting a particular industry. For several months the Federal Home Loan Bank Board has been studying use of radio advertising by savings and loan associations, under direction of Howard Acton, public relations director. This first comprehensive Federal analysis shows, Mr. Acton says, that the industry is discovering it must acquaint the public with the services it renders. Each year it is spending larger sums for this purpose, but only in the last year or so have radio allocations amounted to much. The article, published in the October issue of the *Federal Home Loan Bank Review*, indicates that radio can play an important part in the development of the sound growth of savings and loan associations throughout the country.

ON THE BASIS of returns from over 1,200 savings and loan members of the Federal Home Loan Bank System to the third annual "Hunt for Facts" questionnaire distributed by the Department of Public Relations, it was found that during 1939 approximately one association out of every five was using radio to obtain new business. This, combined with the fact that the proportion of the savings and loan advertising dollar spent on radio increased from 8.1 cents in 1938 to 10.5 cents last year, indicates growing interest in this form of business promotion.

To provide association executives with pertinent data on the use of this comparatively new field of savings and loan advertising, a special analysis has been prepared of the 240 institutions which reported using this medium in 1939 (Table I). Information extracted from the schedules of these associations was classified according to the amount of money spent for radio, the duration of the campaign, the savings and loan features emphasized, the type and length of program, the frequency of broadcast, and the choice of day and broadcast period. No attempt is made to draw rigid conclusions from the material which covers the experience of only one year, but it is obvious that there are several definite relationships between these factors and the effectiveness of the results achieved from radio advertising.

Results Analyzed

The 240 member associations of the Federal Home Loan Bank System included in this survey broadcast from 163 different cities and towns in 41 States as shown in the map on the opposite page. Of these institutions, more than 40% indicated receiving either excellent or good results from their radio programs, while a slightly higher percentage reported only fair or definitely unsatisfactory results. The remaining 16% failed to signify their opinion of the results of their programs. To permit comparisons on the basis of acknowledged success or apparent failure, the material has been grouped according to these three classifications as well as for the total sample of institutions.

The average amount allotted to radio advertising by these associations was $898—almost 20% of their total business promotion expenditures for the year. About three-fourths of those reporting spent less than $1,000 for broadcasts and as many as three out of 10 institutions spent less than $100. Relating the size of expenditure to the results obtained, it is significant to discover that in the group of associations spending more than $1,000, the ratio of satisfied to dissatisfied users was nearly 3 to 1. In fact, from Table II, it is clear that only in the groups of institutions devoting less than $500 to radio does the number of unsatisfactory experiences exceed those with good or excellent results.

As might be expected, savings investments and mortgage-loan facilities, separately or in combination, formed the bulk of the savings and loan services advertised over the radio. Insurance of accounts, dividends, and real estate were also frequently stressed. Distribution of the results obtained for each of these topics does not reveal important relationships between subject matter and productivity. This would seem to indicate that the other factors discussed in the following paragraphs may be more clearly linked with the successful use of this medium.

Duration of Campaign

The average duration of all radio campaigns reported was 25.6 weeks, although more than one-quarter of the series were confined to periods ranging from one to nine weeks. The campaigns of satisfied users averaged 32.3 weeks as against 19.1 weeks for the dissatisfied users, and 13.8 weeks for the group which failed to indicate the quality of results.

From this fact and supplementary data, it would appear that among the possible reasons for the lack of success with radio advertising on the part of some of the dissatisfied users may be the fact that their radio advertising covered too brief periods of time.

About one-third of all programs used by savings and loan associations last year were spot announcements. Music was featured in about one broadcast out of eight, although this ratio may be even lower because records and transcriptions were combined into a single classification, which also accounted for one out of eight programs. Although news broadcasts made up only 8% of the different types reported, nearly two-thirds of the associations using these programs reported satisfactory results — a higher proportion than for any other single medium. Following the principle of adapting an association's advertising program to its most logical prospects, 10 institutions employed foreign language broadcasts and with remarkable success apparently, for in nine out of the 10 cases the results were reported either excellent or good.

As a guide to the public preference for radio programs, a recent study of this subject by the University Radio Workshop of Indiana University is of considerable interest. This organization, together with the U. S. Office of Education and the Works Projects Administration conducted a seven-month survey of the listening habits and audience availability of radio-owning families in 16 Indiana counties —in all approximately one out of every 10 homes with radio were included.

One of the questions asked was, "What type of program do you like best and to which type do you regularly listen?" Those interviewed were given a choice of 14 different classifications and in order of preference the first three were: (1) news broadcasts, (2) popular music, and (3) variety programs.

Because of the importance of the program factor in determining the success or failure of radio advertising, associations now using this medium or contemplating its use should give careful consideration to this point. To avoid waste expenditures, the program used should be selected to appeal to that particular portion of the public which contains the most logical prospects for savings and loan services. Where costs prevent an association from using a program that appears to be most suitable from the standpoint of its market, it would probably be better not to attempt radio but to use what an otherwise mediocre and probably unproductive program would cost to strengthen its other forms of business promotion.

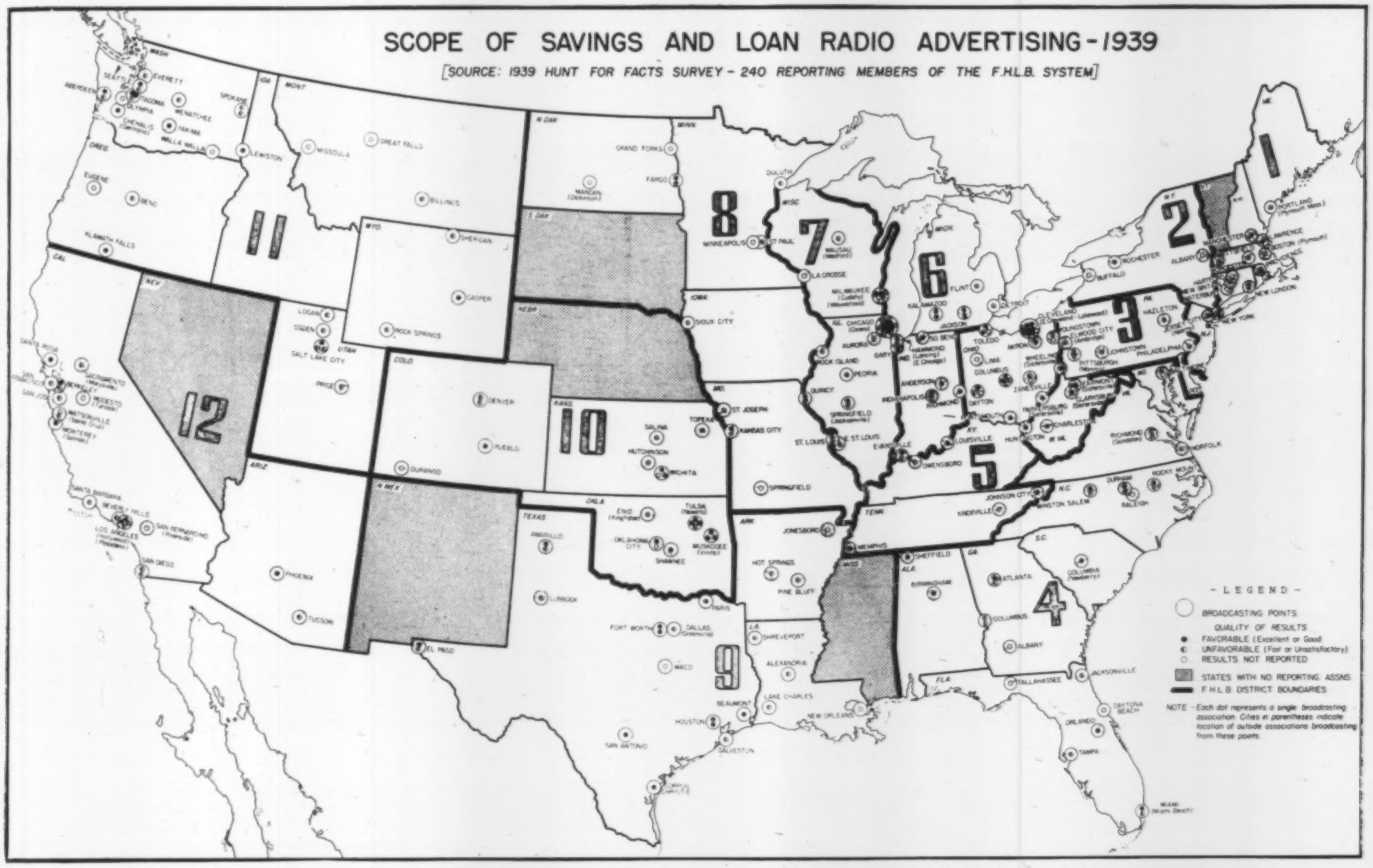
Length of Programs

The length of broadcast period is, of course, closely related to the type of program used. Spot announcements, for example, seldom run more than a minute and ordinarily news broadcasts do not exceed five minutes or at the most 15 minutes. Analysis of the amount of time consumed per broadcast in the programs of these 240 institutions shows that in 90% of all cases, the broadcast did not exceed 15 minutes of air-time, and further that in about 40%, the period on the air was less than five minutes.

Comparing the units of air-time used with the results reported, the percentage of associations indicating satisfactory response exceeded those with fair or unsatisfactory returns in the group from five to ten minutes in length and also in those greater than 16 minutes. From this it would appear that a five-minute program is more productive than a one-minute spot announcement, although this difference might conceivably be compensated by constant repetition, as is evident in many of today's commercial programs. Further, since two-thirds of the programs in the group from 16 to 30 minutes were reported to produce excellent or good results as against only 40% in the 11- to 15-minute classifica-

TABLE I—Characteristics of Radio Program of 240 Savings and Loan Associations

Characteristic	*All reporting associations*	*Classification by results* *Satisfactory*	*Unsatisfactory*	*Unknown*
Number of associations	240	99	103	38
Average expenditure for radio during the year	$898	$1,518	$558	$205
Ratio of radio advertising to total association advertising expense	19.7%	27.9%	13.4%	6.2%
Average duration of the campaign	25.6 weeks	32.3 weeks	19.1 weeks	13.8 weeks
Length of program (percent of associations having programs less than 15 minutes long)	90.1%	86.4%	93.8%	93.3%
Weekly frequency:				
Percent having programs once a week	47.9%	41.0%	51.0%	64.7%
Percent having five or more programs a week	30.6%	35.1%	29.6%	5.9%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SEATTLE
EVERETT
TACOMA
SPOKANE
WENATCHEE
YAKIMA
WALLA WALLA
ABERDEEN
EUGENE
BEND
KLAMATH FALLS
LEWISTON
MISSOULA
GREAT FALLS
BILLINGS
SHERIDAN
CASPER
ROCK SPRINGS
LOGAN
OGDEN
SALT LAKE CITY
PRICE
DENVER
PUEBLO
DURANGO
SANTA ROSA
SACRAMENTO
MODESTO
MONTEREY
SANTA BARBARA
BEVERLY HILLS
LOS ANGELES
SAN BERNARDINO
SAN DIEGO
PHOENIX
TUCSON
EL PASO
GRAND FORKS
FARGO
MANDAN
SIOUX CITY
MINNEAPOLIS
ST. PAUL
DULUTH
WAUSAU
LA CROSSE
MILWAUKEE
CHICAGO
AURORA
ROCK ISLAND
PEORIA
QUINCY
SPRINGFIELD
ST. LOUIS
ST. JOSEPH
KANSAS CITY
TOPEKA
SALINA
HUTCHINSON
WICHITA
ENID
OKLAHOMA CITY
SHAWNEE
TULSA
MUSKOGEE
AMARILLO
LUBBOCK
FORT WORTH
DALLAS
PARIS
WACO
HOUSTON
SAN ANTONIO
GALVESTON
BEAUMONT
LAKE CHARLES
SHREVEPORT
ALEXANDRIA
NEW ORLEANS
HOT SPRINGS
PINE BLUFF
JONESBORO
MEMPHIS
SHEFFIELD
BIRMINGHAM
ATLANTA
COLUMBUS
ALBANY
TALLAHASSEE
JACKSONVILLE
DAYTONA BEACH
ORLANDO
TAMPA
MIAMI (Miami Beach)
COLUMBIA
KNOXVILLE
JOHNSON CITY
WINSTON SALEM
DURHAM
RALEIGH
ROCKY MOUNT
RICHMOND
NORFOLK
CHARLESTON
HUNTINGTON
LOUISVILLE
OWENSBORO
EVANSVILLE
INDIANAPOLIS
ANDERSON
DAYTON
LIMA
TOLEDO
KALAMAZOO
JACKSON
FLINT
DETROIT
GARY
HAMMOND
SOUTH BEND
CLEVELAND
AKRON
YOUNGSTOWN
ZANESVILLE
WHEELING
PITTSBURGH
JOHNSTOWN
HAZLETON
PHILADELPHIA
NEW YORK
BUFFALO
ROCHESTER
ALBANY
BOSTON
LAWRENCE
NEW LONDON
PORTLAND
- LEGEND -
BROADCASTING POINTS
QUALITY OF RESULTS
● FAVORABLE (Excellent or Good)
◐ UNFAVORABLE (Fair or Unsatisfactory)
○ RESULTS NOT REPORTED
▨ STATES WITH NO REPORTING ASSNS.
━ F.H.L.B. DISTRICT BOUNDARIES
NOTE - Each dot represents a single broadcasting association. Cities in parentheses indicate location of outside associations broadcasting from these points.

SCOPE OF SAVINGS AND LOAN RADIO ADVERTISING-1939

[SOURCE: 1939 HUNT FOR FACTS SURVEY - 240 REPORTING MEMBERS OF THE F.H.L.B. SYSTEM]

tion, it would seem that extending a five-minute program to a quarter-hour might not justify the added cost. The additional time in a half-hour broadcast, of course, permits a more comprehensive and varied program with the opportunity to register the name of the association and its message on the consciousness of the listener through more frequent repetition.

Frequency of Broadcast

Turning next to the question of how often these assocations were on the air, we find that almost half (47%) limited their activities to one day per week. The next most popular schedule called for six broadcasts each week. Semi-weekly programs were used by 12% of the associations and approximately one out of 10 were on the air every day including Sunday. Only 7% of the institutions chose a five-a-week routine, but this group registered the highest percentage of favorable results with 12 out of the 15 associations indicating satisfactory responses.

Frequency of broadcast, of course, will be influenced by the length of the program—the shorter the radio script the more often it is likely to be repeated. Spot announcements are usually given *at least* once a day, several times a week, while a half-hour musical program might well be restricted to a one-a-week schedule.

With the exception of Saturday, which was least used, there seemed to be little preference shown for any particular day of the week. From the analysis of results, it was apparent that the choice of day is not as significant a factor in determining effectiveness as is the frequency of broadcast.

Time of Day

Knowing the days on which these associations were broadcasting, it is of no little importance to analyze the time of day selected for the program. This factor will determine to a large extent the proportion of the total radio audience available and also the general characteristics of the listeners.

Considerable study has been made of the general subject of audience availability by the leading broadcasting networks and information drawn from their research will provide managers and boards of directors with yardsticks to measure the nature and availability of their own radio listeners.

Generally speaking, it may be said that the broadcasting hours of the institutions in this sample study coincided closely with what outside sources have found to represent the highest degree of adult listening availability among radio families. Of the associations offering information on the time of day during which they were on the air, more than three-fourths were using the afternoon and evening hours and the most popular single period was between 7 and 8 p.m.

The only hour from noon to midnight to show an unfavorable picture from the standpoint of results obtained was from 3 to 4 o'clock. Only one of the 19 associations using this time reported good results; 13 indicated only fair or definitely unsatisfactory response; while five did not attempt to appraise the effect. To make a success of this afternoon period, it would be necessary to plan a program which would appeal particularly to women and yet it is likely that on week days only 50 to 60% of them would be available.

Thus, the time of day during which an association broadcasts does have a direct influence upon its possibilities for success. It gives definite characteristics to the size and make-up of the listening audience which, in turn, determine the type of program and continuity that must be used.

Effectiveness of Radio

To measure the comparative effectiveness of advertising over the radio or in a newspaper or magazine, the 1940 Radio Audience Survey [1] of 9,000 Iowa families sought answers to the following question: "Can you recall the name of any product which you saw or heard advertised yesterday in a daily newspaper? In a magazine? Over the radio?" From the replies, it was found that the total percentages of

(*Continued on page 79*)

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[1] 1940 Iowa Radio Audience Survey, Dr. H. B. Summers, Kansas State College.

TABLE II—Distribution of 240 Associations Using Radio Advertising, 1939
By Size of Expenditure and Results

			First group (excellent—good)		*Second group (fair—unsatisfactory)*		*Third group (no results reported)*	
Radio expenditure range	*Total associations*	*Percent of total*	*Associations*	*Percent of total*	*Associations*	*Percent of total*	*Associations*	*Percent of total*
$10,000 and over	1	0.4	1	1.0	...	....	...	....
$7,500–9,999	1	0.4	1	1.0	...	....	...	....
$5,000–7,499	4	1.7	4	4.0	...	....	...	....
$4,000–4,999	7	2.9	5	5.1	2	1.9	...	....
$3,000–3,999	6	2.5	3	3.0	2	1.9	1	2.6
$2,000–2,999	12	5.0	10	10.1	2	1.9	...	....
$1,000–1,999	31	12.9	19	19.2	11	10.7	1	2.6
$500–999	37	15.4	19	19.2	17	16.5	1	2.6
$250–499	37	15.4	16	16.2	17	16.5	4	10.5
$100–249	31	12.9	11	11.1	16	15.6	4	10.5
Under $100	73	30.5	10	10.1	36	35.0	27	71.2
Total	240	100.0	99	100.0	103	100.0	38	100.0

Industry Welcomes 'Broadcasting's' Plan to Go Weekly

UNSOLICITED, and with almost one accord favoring the plan, scores of letters of congratulation have been received by BROADCASTING *since the Oct. 15 issue announced that the industry's own trade journal would issue weekly instead of semi-monthly, beginning in January. It goes without saying that the owner-editors are gratified with the spontaneous reaction to their announced plans. Space does not permit running all the letters, but excerpts from a cross-section are published herewith.*

J. ALBERT, manager, promotion department, *Detroit News* (WWL)—Allow me to congratulate you on your becoming a weekly habit instead of a semi-monthly visitor.

WARWICK ANDERSON, Doe-Anderson Advertising Agency, Louisville—Glad to hear your plans for the weekly. With twice as many issues it will be twice as good.

CAMPBELL ARNOUX, general manager, WTAR, Norfolk—Best possible wishes for a big success in the weekly field.

A. L. ASHBY, vice-president and general counsel, NBC—My heartiest congratulations on the enlargement of BROADCASTING to a weekly publication. I always felt that you would do it.

EDGAR T. BELL, business manager, Oklahoma Publishing Co. (WKY, KLZ, KVOR)—This is a very great step forward and I am sure that the radio industry is now large enough to support a weekly magazine devoted to broadcasting. You may continue to count upon the support of our stations and certainly you have my personal good wishes for continued success.

EDGAR L. BILL, president, WMBD, Peoria—The industry needs a weekly by you and I'm sure will give you the right kind of support. Count on us always.

JOHN BLAIR, John Blair & Co.—Radio news and developments move fast. On a weekly basis I believe BROADCASTING will become a more important factor in the industry.

M. M. BLINK, Standard Radio, Chicago—You have done a tremendous job and should be mighty proud of what you have accomplished in nine short years.

HAROLD J. BOCK, press manager, Western Division, NBC—Welcome to the new and greater BROADCASTING! When BROADCASTING can carve such a record for itself by publishing twice a month, then the new weekly should be twice as good.

BURTON G. BRIDGENS, director WSUI News Service, Iowa City—Although I am one of the younger members of the magazine's large family of readers I look forward to the arrival of each issue.

O. H. CALDWELL, editor, *Radio Today*—Hearty congrats. May the second decade reflect an even greater growth.

MARTIN CAMPBELL, managing director, WFAA-WBAP, Dallas-Fort Worth—In view of the many and rapid developments that are taking place daily, I think you've made a wise decision.

WILLIAM F. CARLEY, director of sales promotion, WBT, Charlotte—It was good news indeed. I have always felt that BROADCASTING should be published weekly, judging from the general anxiety of every office I've ever hung my hat in, just prior to each BROADCASTING publication date. If all of the questions ever asked about "is BROADCASTING in yet?" were laid end to end it would fill the *Congressional Records*.

GEORGE C. CHANDLER, manager, CJOR, Vancouver—I am glad to see your magazine go to once-a-week . . . Congratulations!

LEE CHADWICK, manager WPID, Petersburg, Va.—We are delighted to see the magazine going weekly, and you may be sure each copy will be read with the same interest and care which it now receives.

WILLIAM S. CHERRY Jr., president, WPRO, Providence—Your expansion program is a very ambitious one. However, you and your associates will, as usual, do a good job. The world moves fast in radio, and a weekly issue of BROADCASTING will better serve everyone engaged in the business.

S. A. CISLER, general manager, WGRC, New Albany, Ind.—It is welcome news. We have come to depend on BROADCASTING for reliable radio news in sufficient quantity, and I am sure you are going to meet with great success.

JOHN M. COOPER, KDKA, Pittsburgh—Congratulations . . . it's a swell magazine already, and I don't see how you could make it much better.

ROGER W. CLIPP, general manager, WFIL, Philadelphia—I will be happy to see BROADCASTING as a weekly.

MAURIE CONDON, WGAR, Cleveland—Your issue bearing the good news of weekly publication was indeed fine—a beautiful thing to behold.

FRANK S. CONKEY, Mitchell Adv. Agency, Minneapolis—I feel that there is enough important information concerning radio and radio advertising to make a weekly publication highly desirable.

C. H. COTTINGTON, N. W. Ayer & Son, Philadelphia—Radio events occur so quickly, and a smaller book (weekly) is easier to read.

W. LEE COULSON, executive manager, WHAS, Louisville—I think it is a very definite step forward.

GARDNER COWLES Jr., President, Iowa Broadcasting Co.—I congratulate you on deciding to go ahead with the move to make BROADCASTING a weekly. I predict you will be very pleased with the results.

WILLIAM B. DOLPH, general manager, WOL, Washington—BROADCASTING has made a very distinct niche for itself in the trade. I know the whole industry will be as glad as I am to hear that you are making it a weekly.

WILLIAM R. DOTHARD, Al Paul Lefton Co., Philadelphia—I prefer a smaller issue each week . . . so that the many changes which take place in the radio field could be noted more rapidly.

DICK DORRANCE, FM Broadcasters Inc., New York—It is news deserving of congratulations. I am very glad to know that BROADCASTING will go on a weekly basis.

DON S. ELIAS, executive director, WWNC, Asheville—I think this is fine. Verily, the rich get richer and the poor have children!

JOHN ESAU, sales promotion manager, KTUL, Tulsa—Congratulations on becoming a weekly. It is mighty fine and the industry needs it.

MARK ETHRIDGE, vice-president and general manager, *The Courier-Journal* and *Louisville Times*—I am glad to hear you are going to a weekly . . . my best wishes.

F. E. FITZSIMONDS, manager, KFYR, Bismarck—Your publication has always been a very valuable one and this should make it doubly so.

JAMES L. FREE, president, Free & Peters Inc., Chicago—We are delighted with your continuing and increasing success with BROADCASTING, which makes it possible for you to go to a weekly. You fellows are doing a grand job, and as I've always said BROADCASTING is one of the best trade publications in any field that I have ever had the pleasure to know. And as you know, in the early days I was in the trade paper business myself.

JOHN J. GILLIN Jr., general manager, WOW, Omaha—I was interested in the announcement . . . of weekly publication. Congratulations.

DON E. GILMAN, vice-president, NBC, Hollywood—Congratulations. From the beginning I have received your magazine and have looked forward to each issue with greater interest. It has occupied a peculiar niche in the industry, one which has served it well and in an unusually valuable way . . . I am sure the radio industry will welcome it and give you the hearty support which you deserve.

WILEY P. HARRIS, director, WJDX, Jackson, Miss.— I think the idea is a splendid one.

A. F. HARRISON, radio sales manager, United Press, New York—Here's wishing you all success in this new venture.

LUTHER L. HILL, vice-president, Iowa Broadcasting Co.—You fellows have done a grand job in the past and I know you will continue the same type of service in the broadcasting industry in the future; and I have reason to feel that such survice is going to be very much needed.

VOLUNTARY, rather than Government censorship, should be the procedure in event of war, according to this group of news (radio and press) experts. They participated in the *Dinner Forum* of WMIN, St. Paul, picked up each Friday from the St. Paul Hotel. Participating (l to r) are Earl C. Gammons, general manager of WCCO, Minneapolis; Theodore Meltzer, WMIN news commentator who conducts the program; Dean Ralph Casey, of the School of Journalism, U of Minnesota; Basil (Stuffy) Walters, managing editor, *Minneapolis Star-Journal*.

HERB HOLLISTER, president, KANS, Wichita—We think its great.

CLAIR B. HULL, manager, WDZ, Tuscola—This is some of the best news we have had in a long time, and I, personally, am looking forward to having the industry covered on a weekly basis rather than on a semi-monthly basis.

E. T. JONES, manager, engineering products advertising and promotion, RCA Mfg. Co., Camden—We feel BROADCASTING is one of the finest medias available in any industry for 100% coverage. The editorial content is not only timely but outstanding in every respect.

LESLIE JOY, general manager, KYW, Philadelphia—It goes without saying that your many friends in the broadcasting industry will be anticipating this change with keen interest and standing by to give you all the constructive support possible to make the change a complete success.

T. F. JOYCE, vice-president, RCA Mfg. Co.—Making BROADCASTING a weekly publication unquestionably will be welcomed news to your readers. BROADCASTING has done an outstanding job in not only reporting the news of the trade, but also in assisting in formulating through its editorial policies constructive trade practices.

JESSE L. KAUFMAN, Jesse L. Kaufman Inc., production—I think you are doing a very smart thing . . . and I wish you all the luck in the world.

WAUHILLAU LAHAY, KLZ, Denver—Add my congratulations to Mr. Roosevelt's, Mr. Trammell's and Mr. Paley's. All us big-shots is happy, kid! As far as I'm concerned, I'm going to enjoy getting BROADCASTING four times a month. I read it from kiver to kiver nowadays.

R. J. LAUBENGAYER, owner, KSAL, Salina, Kan.—Want to congratulate you . . . there is too much news in radio to have to wait two weeks for the information. It is fortunate for radio that BROADCASTING has aggressive and adventuresome publishers.

CRAIG LAWRENCE, commercial manager, Iowa Broadcasting Co.—I think this a doggone good idea, both from an editorial and advertising standpoint. It won't give the reader too much to read at one time; and secondly, it will probably split up the advertising more per issue so that each advertisement will not have as much competition as it has had in the past.

NATE LORD, manager, WAVE, Louisville—I think a weekly would be mighty useful to the industry and I will be interested in getting your new rate card. . . .

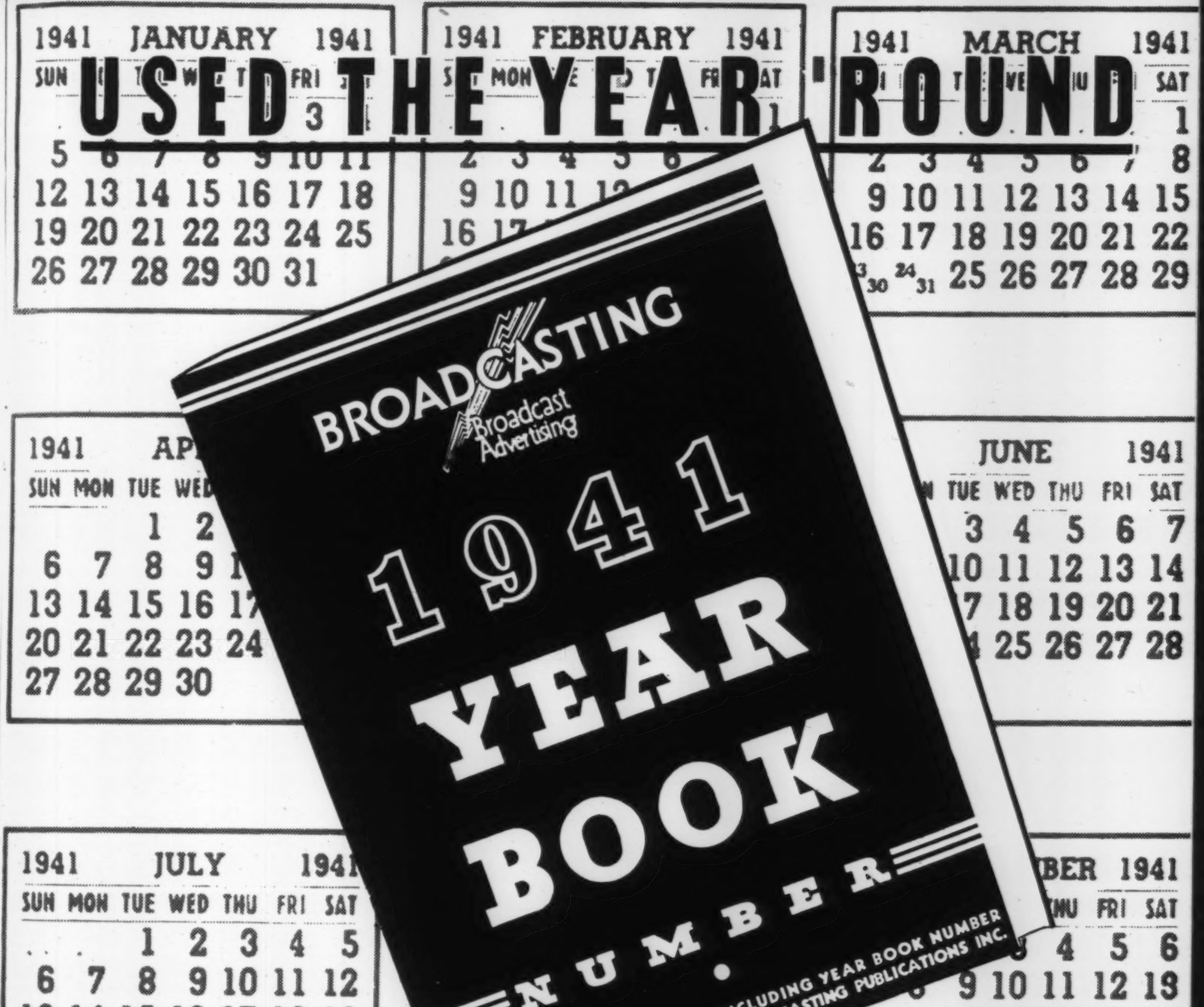
C. T. LUCY, general manager, WRVA, Richmond—I believe you are taking a step in the right direction . . . congratulations.

RAY H. MANSON, vice-president and general manager, Stromberg-Carlson Mfg. Co.—No doubt this will be of great benefit to everyone interested in broadcasting, especially during the period of transition from AM to FM, which will probably take a number of years to complete.

JOHN C. McCORMACK, general manager, KWKH-KTBS, Shreveport—I want to congratulate you on the splendid service rendered by your publication throughout these past years, and am glad that the demand for BROADCASTING has enabled you to make it weekly.

J. LYNN MILLER, Advertising Inc., Richmond—I will like it weekly if the same high standard of quality and news is maintained.

(Continued on page 53)



USED THE YEAR 'ROUND

BROADCASTING
Broadcast Advertising

1941
YEAR
BOOK
NUMBER

ANNUAL SUBSCRIPTION $3.00 INCLUDING YEAR BOOK NUMBER
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MUST BUY OF THE YEAR

Reserve Space
NOW
DEADLINE
DEC. 1

REGULAR ISSUE RATES AND FREQUENCY DISCOUNTS APPLY

ONE PAGE, $192 • HALF PAGE, $108 • QUARTER PAGE, $60

When you think of

NEW ORLEANS

you think of:

GENERAL JACKSON

and

the Battle of New Orleans

and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Educators Praise

(*Continued from page 40*)

serving that until this situation is remedied, no station can hope to hold its audience throughout the day. He also cited the problems of program duplication, balance in programming and "news-tailoring" for individual markets.

During discussions on this subject, the "soap opera" question got considerable attention. Ed Smith, radio program manager of General Mills, observing that "radio advertising is too costly to experiment with," upheld the daytime dramas and claimed that the sponsors of serials were putting out what the householders wanted to hear and would continue to do so until it is proved the audience wants another type of entertainment. Robert DeHaven, program director of WTCN, Minneapolis, presented the possibilities of building a daytime audience with music and comedy, pointing to the success of NBC-Blue's *Breakfast Club* and *Club Matinee* programs. Premium offers also drew attention.

Free People

Dr. C. A. Siepmann, of Harvard U, former program director of British Broadcasting Corp., set the tone for the educational directors' session with the statement: "The business of education is to make people free. The magnificent function of the broadcaster is to put up signposts, give direction to people's thoughts and hopes. Radio must get across to a mass audience the feeling of belonging, of being, not alone, but part of a great nation," he declared. "This must be done by utilizing the immense resources of the radio industry, adapted to the longings, experiences, and limitations of that great audience. The educator should not be ashamed to use the techniques of radio which already are successfully exploited by the entertainer."

Conducted by Thomas D. Rishworth, educational director of KSTP, St. Paul, the panel on organization programs set up five standards for desirable programs in this category: (1) Find programs of general listener interest and mass appeal; (2) solve production difficulties through formation of radio councils and establishment of budgets by organizations desiring programs (3) cooperate with university stations in writing and producing better scripts; (4) merchandise programs both to and through members of organizations; (5) develop interest on the part of organizations in listening to and analyzing programs and assisting stations in evaluating them, rather than producing their own programs.

Other discussion subjects included "Training for Radio in College" and "Scripts for School Use," led respectively by Orville A. Hitchcock, of the U of Akron speech department, and Geraldine Elliott, dramatic director of WJR, Detroit. Also featured was a demonstration of radio's use in the classroom, through a 30-minute reproduction of a *CBS American School of the Air*, with Iowa U radio students as the cast, produced by Earl McGill, CBS casting director.

Dedication ceremonies for the new WSUI studios on Oct. 18 included an address by Dr. Angell and a special dramatic production, "On Waves of Sound," directed by Dr. H. Clay Harshbarger, WSUI production director and chairman of the conference. The production was written by Thomas Scherrebeck and Georgia Bowman.

Following is a list of radio figures attending the 3-day meeting:

Angell, James R., NBC, New York
Arnold, Ted, WHBF, Rock Island, Ill.
Biggar, Geo. C., WLW, Cincinnati
Blakemore, Paul, Coolidge Adv. Co., Des Moines
Brant, Edw. L., United Press, Chicago
DeHaven, Robert, WTCN, Minneapolis
Edwards, Harriet V., KMOX, St. Louis
Eighmey, F. C., KGLO, Mason City, Ia.
Elliott, Geraldine, WJR, Detroit
Enns, H. T., Jr., Cowles Stations.
Evans, Phil, KMBC, Kansas City
Evans, Ralph, WHO, Des Moines
Fitzgibbons, L. O., WOC, Davenport, Ia.
Flaherty, E. T., KTRI, Sioux City, Ia.
Fulton, W. E., Oliver Farm Equip. Co., Chicago
Graham, Robert J., Chicago
Greenberg, Isabel, KVFD, Fort Dodge
Griffith, W. I., WOI, Ames, Ia.
Harshbarger, H. Clay, WSUI, Iowa City
Heinen, Ray, WSUI
Hester, Harriet H., WLS, Chicago, Ill.
Hill, Luther L., Iowa Bcstg. Co., Des Moines
Hull, Clair B., WDZ, Tuscola, Ill.
Kent, Harold W., Chicago Radio Council
Lawrence, Craig, KSO-KRNT, Des Moines
Lee, Robert, KWLC, Decorah, Ia.
Lester, Marjorie, WSUI
Lottridge, Buryl, WOC, Davenport
Maland, J. O., WHO, Des Moines
Mason, Ed, WLW, Cincinnati
Morrison, Hugh P., Pioneer Hi-Bred Corn Co., Des Moines
McGill, Earle L., CBS, New York
Nelson, James S., WSUI
Page, Arthur C., WLS, Chicago
Plambeck, Herb, WHO
Porter, Helen, WHBF, Rock Island, Ill.
Quarton, S. D., WMT, Cedar Rapids
Quarton, Wm. B., WMT
Rapp, J. C., KMA, Shenandoah, Ia.
Rice, Robert J., Mace Adv. Agency, Peoria
Schwartz, Mrs. Lavinia S., CBS, Chicago
Sener, Bill, WSUI
Smith, Ed, General Mills, Minneapolis
South, Frank, Mace Adv. Agency, Peoria
Stookey, C. A., CBS, St. Louis
Streed, Ivan, WHBF, Rock Island
Stuhr, Robert L., WSUI
Summers, Dr. H. B., Kansas State College
Tincher, Robert R., WNAX, Yankton, S. D.
Tyler, I. Keith, Ohio State U
Urban, Nelson, Pioneer Hi-Bred Corn Co., Des Moines
Waller, Judith C., NBC, Chicago
Weaver, J. Oren, CBS, Chicago
Weaver, Luther, Luther Weaver & Assoc., Minneapolis
Woods, Woody, WHO, Des Moines
Worcester, Charles, WNAX, Yankton

NO AMATEURS are Hal Bock, NBC Western division publicity director, Hollywood, and his wife, known professionally as Sybil Chism, when it comes to salmon fishing. Hal caught a 30-lb. king salmon, Mrs. Bock a 12-lb. silver, while fishing in Puget Sound, off Seattle.

KOWH Fulltime Plea Ordered Set for Hearing

A HEARING on the application of KOWH, Omaha, operated by the *Omaha World Herald*, to change frequency from 660 to 890 kc. and increase its power from 500 watts daytime to 5,000 watts unlimited time, was ordered by the FCC Oct. 22.

The application, filed last February, seeks the facilities of KUSD, Vermillion, S. D., operated by University of South Dakota and KFNF, Shenandoah. Ia. KUSD also had filed for a shift to the present KOWH facility and was set for hearing jointly with the Omaha station.

KFNF and KUSD share time on 890 kc. KFNF is party owned by the *Des Moines Register & Tribune* (Cowles) interests, and a tentative arrangement has been made to dispose of the station to the *World Herald* in the event the three-way shift is approved.

Simultaneously, the FCC set for hearing the application of WNAX, Yankton, S. D., for consent to transfer control of the station from the South Dakota Broadcasting Corp. to Iowa Broadcasting Co., operated by the Cowles interests. Gardner Cowles Jr., president of Iowa Broadcasting Co., is the present principal stockholder of the company operating WNAX.

KIRO Seeks 50 Kw.

KIRO, Seattle, on Oct. 25 filed with the FCC an amended application seeking 50,000 watts, instead of 10,000 watts for which it already holds a construction permit. The CBS outlet operates on 710 kc. It asked permission to install a new transmitter and extend its completion date six months.

'Broadcasting' Weekly Plan Approved

(Continued from page 50)

RAY MORGAN, Raymond P. Morgan Co., Hollywood—Happy to know that your excellent publication will now be available weekly.

FRANK E. MULLEN, vice-president and general manager, NBC—I think it is a good move and wish you every success.

MORGAN MURPHY, president, WEBC, Duluth—Congratulations on finally making the decision to come out every week . . . two chances at it will be welcome.

JACK O'MARA, promotion manager, WOWO-WGL, Fort Wayne—The move should be a distinct improvement.

FRED A. PALMER, manager, KOY, Phoenix—Heartiest congratulations. Please arrange to send one copy to me airmail each issue and let the others come by regular mail.

H. PRESTON PETERS, Free & Peters Inc., New York—May your success increase in direct ratio to your publication dates, beginning in January.

ADAM REINEMUND, Buchanan-Thomas Adv. Co., Omaha—Radio news, program ideas and general information are of greatest value when they are "hot." Frequency of publication will increase your value.

J. LEONARD REINSCH, general manager, WSB, Atlanta—You should take a well deserved bow.

'EDNEY RIDGE, director, WBIG, Greensboro, N. C.—I have watched with a great deal of interest the success that you have made with this excellent publication, and I know of no two friends that I would rather see as successful. I believe that BROADCASTING will go over with a bang as a weekly and you are the two boys that can put it over.

HARLOW P. ROBERTS, Blackett-Sample-Hummert Inc., Chicago—You are doing a fine job now, but things are moving so fast in radio that a conservative reporting job is needed oftener than semi-monthly. You give facts more than rumors.

R. A. RUPPERT, sales promotion manager, WSAI, Cincinnati—My sincere congratulations on a fine job of reporting for the radio field. The way you people compile the important information and the way you keep us posted on all trends are both unique in the radio industry.

THEODORE C. STREIBERT, vice-president, WOR—It is certainly a natural and normal development which growth has made inevitable.

O. L. TAYLOR, president, KGNC, Amarillo—My congratulations to you and your fine organization . . . I am heartily in accord with this change.

DONALD W. THORNBURG, CBS vice-president, Hollywood—Your decision to expand BROADCASTING to weekly publication not only reflects the growth of the radio industry, but the excellent service that your magazine has so long and consistently given . . . my congratulations and best wishes on this milestone of your continuing progress.

MERLE H. TUCKER, manager, KROD, El Paso—I think this is a good move, and I am sure you will benefit thereby.

LEWIS ALLEN WEISS, vice-president and general manager, Don Lee Broadcasting System—I hasten to congratulate you on this forward step in your development. I am also taking this occasion to congratulate you upon the occasion of the tenth anniversary of BROADCASTING and to acknowledge as a humble member of the industry your splendid and constructive contributions to our business.

HARRY C. WILDER, owner, WSYR, Syracuse— I had always hoped you would take this step.

LLOYD E. YODER, general manager, KOA, Denver—Your new policy will make the magazine of even greater value to the industry in the future than it has been in the past.

WALTER S. ZAHRT, promotion director, WOAI, San Antonio—We are sure that your magazine will continue to be a most important factor in the report of radio news to the industry.

Gillette Buys Big Game

GILLETTE Safety Razor Co., Boston, has signed with MBS for exclusive sponsorship of the National Professional Football championship game Dec. 8, probably on more than 100 stations. An option also was taken on the 1941 championship game. The price was not disclosed by Maxon Inc., New York, the agency. WOR, MBS New York outlet, is carrying all professional games of the Brooklyn Dodgers under sponsorship of Magazine Razor Co. for Shick razors.

Trimount to Place

TRIMOUNT CLOTHING Co., Roxbury, Mass., which has been running a test spot announcements campaign for Clipper Craft Clothes on six eastern stations, plans to expand after Jan. 1, 1941, adding about 25 stations. According to Emil Mogul Co., New York, the agency in charge, all major markets will be covered probably by the middle of next year.

KRLD
DALLAS
50,000 WATTS
CBS

The Columbia 50,000 watt station in Texas

CBS

For more information about KRLD, one of the sixteen CBS 50,000 watt stations, inquire of The Branham Company.

THE SOUTHWEST'S PIONEER CBS STATION

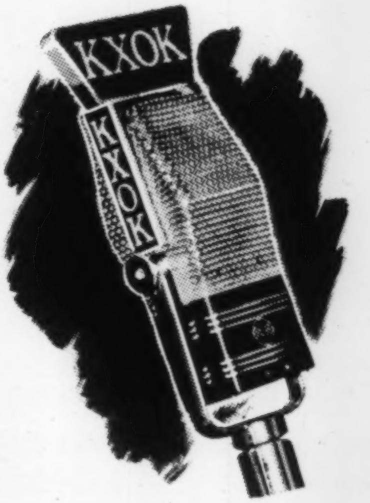
KXOK N

ST. LOUIS, MISSOURI

NOW 630 KC.

AND 5000 WATTS

DAY & NIGHT



New **KXOK** *is now able to cover far more population and buying power than ever before.*

With the powerful advantage of a new low frequency, a five time increase in power with top-flight air shows, the new KXOK is a powerful approach for more sales in the nation's eighth greatest market. Full facts and figures available on request. KXOK is owned and operated by the St. Louis Star-Times.

KXOK JOINS NBC

On Basic Blue Network Effective Jan. 1, 1941

KXOK is affiliated with
KFRU, Columbia, Missouri

Nationally represented by Weed and Company,
New York, Chicago, Detroit and San Francisco.

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager
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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
Subscription Price: $3.00 per year–15c a copy • Copyright, 1940, by Broadcasting Publications, Inc.

Making Radio History

THE Association of National Advertisers made radio history at its 31st annual convention, Oct. 23-26. And radio made ANA history during the annual gathering of advertisers who place some 400 million dollars worth of advertising a year.

The ANA made radio history by giving the industry its first real chance to tell advertisers what the medium is, what it is doing, and what problems it faces.

Radio made ANA history by putting a leading radio figure into a media roundtable. The industry spokesman was the perspicacious Mark Ethridge and he told an impartial and matter-of-fact story that must still linger in the minds of a group of advertisers whose main radio interest frequently has been confined to audience surveys and the headaches that come from dealing with expensive talent.

Three other media were invited to present "a clear picture of what is happening to our great national media". When the battle was over, Mark Ethridge's performance stood out with a prominence that must have vanished for all time any conceptions of radio as a fussy infant medium that isn't worth the bother it brings.

Pitted against such nationally famous figures as Roy Larson, president of Time Inc., Ex-Senator George Wharton Pepper, and Grove Patterson of the *Toledo Blade*, Mr. Ethridge shunned oratory and platform tricks to present a dollars-and-cents radio story. It was all so matter-of-fact that the assembled advertiser and media representatives felt the impact of facts and figures rather than the charm of silver tongues.

Such an opportunity radio has long needed. And opportunity only had to knock once, when Mark Ethridge was there to open the door. Radio's achievements, its problems, its methods were frankly presented. The chances are that many an advertising director has a new conception and a new appreciation of radio.

The 80 Million

THIS YEAR marks the radio industry's 20th anniversary, and this month, we are informed by Dr. O. H. Caldwell, editor of the dealer trade journal, *Radio Today*, the 80-millionth radio receiving set will roll off the production line of America's 104 set manufacturers. That set will be destined for the Christmas market. If it follows the industry average it will be a six-tube set, with standard and shortwave bands, and providing for phonograph and television attachment. It will have a retail value of perhaps $36—representing the best radio buy in all the years since radio advent.

That 80 millionth set, Dr. Caldwell also estimates, will represent something more than 4 billion dollars of investment by the American public in radio receiving apparatus since broadcasting began on a regular scale in 1920.

The automobile industry, far older than radio, has produced 79 million units. Of telephones, refrigerators, typewriters, bathtubs or any of the comparable modern appliances, even fewer have been produced over the considerably longer years of their existence. Little wonder that the radio of 1940-41, representing the culmination of all the engineering knowledge, musical fidelity and artistry of design that have been learned in the construction of 80 million sets, is one of the prides and joys of America.

Not Mad; Just Serious

LOOK at the calendar and you'll see there are only 60 music shopping days till ASCAP's honeymoon (with radio paying most of the bill) hits the rocks. Look at the newspapers, the magazines and in almost anybody's mail, and you'll see that ASCAP is desperately, almost hysterically, striving to prevent the crash, via the propaganda route.

It's all too bad—for ASCAP. It had a chance to negotiate equitably with radio. Instead, it made arbitrary and untenable demands. The price it asked was too high. So radio, very wisely, decided to shop elsewhere. It created Broadcast Music Inc. as an all-purpose music source to originate, buy, lease, and otherwise procure non-ASCAP music. Radio isn't mad—it's just serious. And, apparently for the first time, ASCAP realizes it.

Since the NAB convention last August, ASCAP has resorted to a most amazing procedure in attempting to bring about an amicable settlement. It has cajoled the musicians union and even the band-leaders into playing peacemaker roles. It has loosed torrents of anti-radio propaganda from the public rostrum, in the public prints, in schools, and even on its mailing envelopes. "Justice for Genius", it wails.

But ASCAP comes with unclean hands. It is a price-fixing monopoly, with a self-perpetuating governing board, according to the Department of Justice complaint still pending in the Federal courts. It has been an arrogant, dictatorial organization for a quarter century, demanding ever-increasing tribute from music users.

At this late date, it is unnecessary to review all of the charges and counter-charges in the war over music. ASCAP's newly whispered story—that its proposed scale to sock radio to the tune of about $9,000,000 next year was only the "asking price" and that it expected negotiations—comes too late. True, broadcasters are concerned about dollars, but more important is method and principle. ASCAP's demands a "take", percentagewise, of all radio income. Broadcasters are willing to pay for what they use when they use it.

It would be foolhardy to hold that radio can do as well or better without ASCAP music at the start. A big job lies ahead for radio, but BMI seems to be doing it well. There won't be as much so-called popular music on the air, effective Jan. 1. But it won't take long for radio to *make* music popular, just as it has made ASCAP music popular up to now.

About Dec. 1, stations and networks will get along with a minimum of ASCAP's repertoire. By Jan. 1, the switchover should not be too difficult. They are conditioning themselves now for the job ahead.

As the deadline draws near, there is less and less talk of a "deal". In some quarters the newspaper form of contract for all stations again is being broached. ASCAP has said it won't work, because it means "per program" payment. But it *has* worked for some 60 newspaper stations during the last five years. These stations paid and are paying only on revenue derived from programs using ASCAP music—not on their entire take. If it can work for 60, it can work for 600 stations.

Developments may come thick and fast during the next two months. There may be a blanket "per program" proposition. Or there may even be legal action wherein ASCAP will confess its errors of the past. But radio, thanks to industry, foresight and intestinal fortitude, is set for any music emergency. It isn't mad—just sawing wood.

Expert or Politico

PRESIDENT Roosevelt soon will make a new appointment to the FCC, naming a man to succeed Thad H. Brown, whose nomination was withdrawn following a sequence of events familiar to all in radio. The new appointment is of more than usual significance because the membership of the FCC is split on basic issues of government regulation of radio. It is important, too, because in these tense times radio's role in the nation's affairs is mental.

The task of keeping radio operating on even keel under the American plan, as prescribed by Congress, is not political. The vacancy should not be filled by appointment of a mere political office-seeker, unfamiliar with communications and with pre-conceived notions.

In these times it seems to us the President could instill new confidence in industries and in the public if a "merit" appointment were made. There are a half-dozen men on the FCC staff who, by dint of past service, are admirably qualified for the post. And if that does not prove expedient, we trust the Chief Executive will select from private life some figure familiar with communications and, more specifically, with radio.

The broadcasting, telephone and telegraph industries owe it to themselves to urge that a proper man is selected. It is their right as taxpayers and citizens to espouse such an appointment. It may be their collective necks if they don't.

We Pay Our Respects To —

EDWARD LASKER

ALTHOUGH his recent election to the post of first vice-president and general manager of Lord & Thomas will widen the scope of his activities to include much more than radio alone, it's a safe wager that Edward Lasker will never skimp his attention to the agency's radio business, his chief concern for the last three years. Since the fall of 1937, as vice-president in charge of radio, young Mr. Lasker has devoted himself to the task of seeing that the radio expenditures of Lord & Thomas clients produce the utmost returns in the form of sales.

"It seems to me," he commented, "that in most agency radio supervision there's an inclination to spend too much time worrying about programs and not nearly enough time on the commercials which, after all, are the agency's prime consideration. I presume that it's an angle of the eternal appeal of the show business, an attraction which a few years ago caused me to rush from the office each afternoon to spend my evenings on the stage of a summer theatre. If I'd been a better actor, perhaps—but that's another story.

"Take some of our own broadcasts as examples. Dr. Frank Black is far better equipped than I to select music and arrangements for the *Cities Service Concert*. Kay Kyser's inimitable style of comedy is his own creation and not likely to be improved upon by any agency executive. And similarly with all the other shows under our supervision: We may be able to contribute occasional suggestions but by and large the entertainment part of the programs should be left to the professional creators of that type of material.

"The real agency function in radio, as I see it, is first to select the right program for the particular client and product, and then to concentrate on providing that program with commercials that will command the listener's attention just as effectively as the entertainment does. Everyone has, at one time or another, listened to some broadcast with a group of people. And, if he is an advertising man, he has noticed how the entertainers command the complete attention of the group, but how, when the announcer begins to give the commercial, conversation breaks out, cigarettes are lighted and attention to the radio falls off until the entertainment is resumed.

"When that happens, when the midway commercial becomes an intermission for listeners, then the agency has fallen down on its job and the advertiser is not getting value for the money he has laid out for time and talent. My aim has been to develop the kind of commercials the audience *has* to listen to if the program is heard at all".

Son of Albert D. Lasker, chairman of the board of Lord & Thomas and one of the most noted members of advertising's Hall of Fame, Edward Lasker grew up amid a background of advertising people and advertising talk. At the age when most youngsters are eagerly anticipating the day when they will be old enough to tear through town behind the wheel of a hook-and-ladder, Edward was already dreaming of an advertising career. For the record, he was born in Chicago on May 15, 1912, and was educated at Exeter and Yale.

After graduation from Yale in 1933, Edward started his practical training for a life in advertising by taking a job as traveling salesman with J. Wix & Sons Ltd., British subsidiary of American Tobacco Co. After a year of calling on tobacco merchants in the south of England, he entered the London office of Lord & Thomas. Here, he says, "I did a bit of everything, chiefly providing myself with a first-hand knowledge of the many and varied activities included in an agency's daily routine operations."

These preliminaries over, he returned to America late in 1934, coming into the New York office of Lord & Thomas as a junior contact man. This job, which brought him into contact with most of the agency's eastern accounts, gave him the same familiarity with agency-client relations that his London training had provided in agency procedure. Two years later young Lasker was elected as a vice-president and given the post of general assistant to Sheldon R. Coons, executive vice-president of the agency. In the fall of 1937 he was elected a director and placed in charge of all radio activities. With Mr. Coons' resignation, Edward becomes general manager of the agency, turning over the active direction of the radio department to Thomas A. McAvity, who has been head of the Lord & Thomas office in Hollywood.

Away from advertising, which is practically never, he says, Edward Lasker finds time for enough golf to keep his score in the 70's, making him the envy of most of his advertising associates. His polo playing is now a thing of the past, as it takes too much time to combine well with an active business career, but he takes a keen interest in raising horses, as well as in the show stable of hunters kept by his wife, the former Caral Gimbel, at their home in Greenwich, Conn.

Personal NOTES

LEO J. FITZPATRICK, director of WJR, Detroit, acted as m.c. at the Fielding H. Yost testimonial dinner in Ann Arbor, Mich., Oct. 19, marking the retirement of the veteran Michigan football coach. The ceremonies were carried over NBC-Blue.

ROBERT T. MASON has resigned from the circulation administrative staff of *Newsweek* magazine, New York, to devote full time to the presidency and management of Marion Broadcasting Co., Marion, O. The company holds a CP for a 250-watt station which is expected to go on the air about Dec. 1.

FRED BUGG, former general manager of WTSP, St. Petersburg, on Oct. 15 became general manager of the new WDEF, Chattanooga, owned by Joe Engle, manager of the Chattanooga Southern League baseball team and former big league pitcher.

PEGGY STONE, station relations director of International Radio Sales, sailed on the *America* Oct. 19 for a Caribbean cruise.

JOHN D. EWING, editor and publisher of the *Shreveport Times* and owner of KWKH and KTBS, Shreveport, was feted by his employes Oct. 7 at a banquet in tribute to his 25th anniversary as publisher.

PAUL CROWLEY Hollywood manager of Columbia Recording Corp., is the father of a boy, born early in October.

EMANUEL DANNETT, nine years in charge of legal affairs for WOR, Newark, as a member of the law firm of Leon Lauterstein, New York, was elected to the WOR board of directors, it was announced by Alfred J. McCosker, WOR president, following a meeting of the board Oct. 15.

JERRY KILGORE, manager of KARM, Fresno, Cal., and Mrs. Kilgore were given a surprise on their 10th wedding anniversary recently by members of the station staff, when they gave them an old fashioned charivari and showered them with rice and old shoes as the couple left for a Hollywood vacation.

HARRY S. GOODMAN, radio production firm, New York, has taken on five new salesmen recently, including Mr. Goodman's son, Everett, a graduate of Princeton U last June. Others are N. Resnik, R. Weiner, R. Johnson and Herbert London.

GRIFFITH B. THOMPSON, sales manager of Westinghouse Radio Stations, has been named 3d District chairman of the NAB sales managers' division. The appointment, effective immediately, runs until the 1941 NAB convention.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, was made chairman of the broadcasting committee for the annual Poor Richard Club dinner on Jan. 16 at Bellevue-Stratford Hotel. The affair is one of Philadelphia's major winter parties for the advertising agency field.

TOM NEELY, with NBC's program production department until 1933 and recently in the sales department of RCA Mfg. Co., Camden, has rejoined NBC in the spot and local sales department.

EARL J. GLADE Jr., news editor of KSL, Salt Lake City, recently won a $50 award for his entry in the National Newspaper Snapshot Contest. This is the second such award he has won.

A. W. CRAPSEY, local commercial manager of KOA, Denver, in mid-October married Eddye Duvall.

GLENN HEWITT, who for five years was in charge of KPAC, Port Arthur, Tex., has returned to the station in the same capacity after a one-year leave of absence.

HUGH FELTIS, commercial manager of KOMO-KJR, Seattle, has been named alternate delegate to the National AAU convention, to be held in Atlanta in December.

ROBERT BRENNER, formerly of WFTC, Kinston, N. C., has joined KTSW, Emporia, Kan., as coordinator of sales and program departments and assistant to the station manager. Oran Simmons and Janey Lou Johnson also have joined the KTSW staff, as engineer and supervisor of women's activities, respectively.

J. LEONARD REINSCH, general manager of WSB, Atlanta, has been selected as a guest lecturer on radio at the U of Georgia School of Journalism.

CEDRIC FOSTER, formerly news analyst on WTHT, Hartford, became what is claimed to be the first daytime news commentator available daily coast-to-coast when he started Oct. 21 on MBS, 2-2:15 p.m.

MILTON STRUMPF, formerly assistant sales promotion manager of Macy's Men's Store, has joined the sales promotion department of Columbia Recording Corp., Bridgeport, Conn.

JERRY NORTON, formerly with KYA, has joined KJBS, San Francisco as account executive.

GERALD VERNON, formerly of the research department of NBC, New York, has been transferred to the sales promotion department of NBC Chicago.

THEODORE GRANIK, conductor of the MBS *American Forum of the Air*, has been named radio director of the National Aeronautic Assn. NAA headquarters has indicated plans for arranging for speakers on national hookups periodically, as well as to encourage local chapters to assist individual stations in preparing programs.

JOHN J. GILLIN Jr., general manager of WOW, Omaha, recently was named chairman of the bureau of conventions of the Omaha Chamber of Commerce. In the post Mr. Gillin will lead efforts to bring conventions to Omaha during 1941.

GORDON S. HENRY, formerly of CFAC, Calgary, has been appointed manager of CJCA, Edmonton, Alta.

JOHN W. NEW, commercial manager of WTAR, Norfolk, Va., recently was elected president of the Norfolk Ad Club.

RAY RHODES, account executive of KPO-KGO, San Francisco, has been named advisor for the Registration Board of District No. 4 for the junior departmental activities of the Pacific Adv. Clubs Assn.

DR. AUGUSTIN FRIGON, assistant general manager of the Canadian Broadcasting Corp., will broadcast on Nov. 6 (7.45 p.m. E.D.S.T.) in the Engineering Institute of Canada series on "Radio in Canada".

FRANK U. FLETCHER, attorney in the firm of Stephens, Spearman, Sykes & Roberson, is convalescing at his home in Alexandria, Va., from a fractured vertebra suffered in a fall on Sept. 28. He is confined to his home in a plaster cast, and does not expect to be released for another month. Mr. Fletcher, former FCC attorney, also is a Reserve Officer in the Ordnance Department of the Army and is expected to be called to active duty as First Lieutenant in the office of the Assistant Secretary of War, as soon as he is physically able to undertake the duty.

NORMAN WINTER, formerly vice-president of J. W. Pepper, New York advertising agency, has joined the sales staff of Miller Broadcasting Co., New York, producers of a tape-recording system. Also recently added to the sales staff is A. H. Hope, formerly with Radio News Publishing Co., New York.

JAMES V. McCONNELL, NBC manager of spot and local sales, left New York Oct. 21 on a month's business trip to NBC sales offices in San Francisco, Hollywood, Denver and Chicago.

U. A. LATHAM, for the last five years in the sales department of WKRC, Cincinnati, has been named assistant sales manager of the station. G. Lawrence Ford, of the sales promotion department, has been transferred to the WKRC sales staff.

WALTER ZAHRT, promotion and merchandising manager of WOAI, San Antonio, has been elected to the board of directors of the San Antonio Advertising Club.

AARON S. BLOOM, director of the commercial department and treasurer of Kasper-Gordon Inc., Boston production firm, is the father of a girl born recently.

MAURICE S. WETZEL, for the last five years with the radio recording sales department of NBC, Chicago, has been transferred to the program department as director.

MORT SILVERMAN formerly salesman of WCOP, Boston, and previously in the radio department of L. B. Hawes Adv. Agency, Boston, has joined the sales staff of WINS, New York, and the New York Broadcasting System.

CARL B. OGILVIE, formerly sales manager of Arbuckle Associates New York advertising sales and merchandising counselors, has joined the merchandising and promotion staff of WLVA, Lynchburg, Va.

PAT STANTON, vice-president and general manager of WDAS, Philadelphia, is the father of a boy born Oct. 23.

BILLY BANKS, of the sales staff of WIP, Philadelphia, has been named head of the radio division for the Allied Jewish Appeal's charity drive this month.

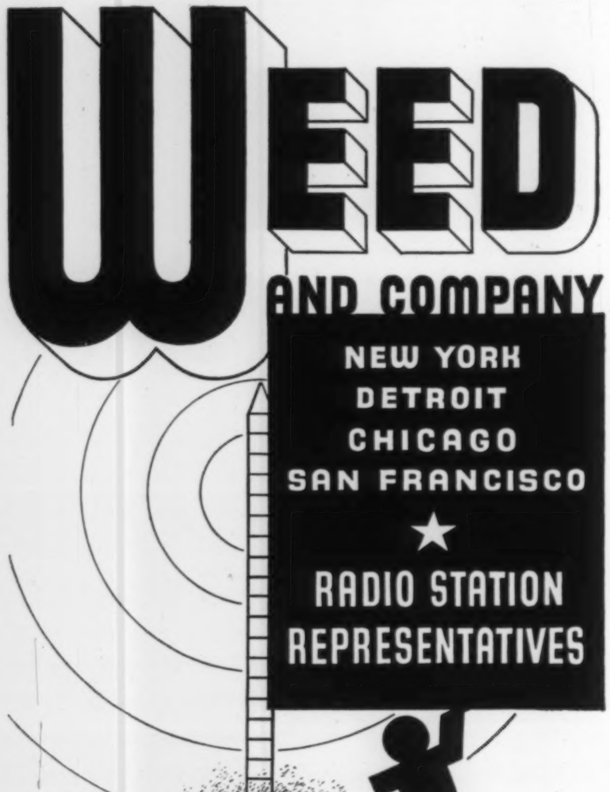
JOHN HARTMAN, head of the Charles Morris Price School of Advertising & Journalism, Philadelphia, has been named chairman of the Poor Richard Club's annual banquet committee, the advertising men's frolic to be held in January at the Bellevue-Stratford Hotel, Philadelphia.

WILLIAM O. PAINE, national advertising manager of KGU, Honolulu, early in October married Rebecca Stoddard.

AL GREEN, formerly of Longview, Wash., has assumed his new duties as manager of KHBC, Hilo, T. H.

HARRISON HOLLIWAY, manager of KFI-KECA, Los Angeles, has been appointed radio division chairman for the annual Los Angeles Community Chest campaign.

ROD WHALEN, formerly program director of KWLK, Longview, Wash., recently was elevated to manager, succeeding A. H. Green, who resigned. Ross Snyder, formerly of KHSL, Chico, Cal., has been named program director of KWLK.



Meet the LADIES

MARCELLE BARTHE

FIRST woman to be appointed to the French announcing staff by the Canadian Broadcasting Corp. is Marcelle Barthe of Ottawa. Interested in dramatics since childhood, she entered radio through children's plays and features with the CBC. When a few years ago word got about that the CBC might put the feminine touch to announcing, Mlle. Barthe applied for the job and got it, announcing musical programs in Montreal in both French and English. When King George VI and Queen Elizabeth were in Canada last year, she was the only woman announcer on the entire trans-Canada Royal tour. At present when not announcing from the Montreal CBC studios, she arranges concerts for the Wireless School of the Royal Canadian Air Force at Montreal.

Specialist

AN INDIANA housewife applied to Harold Safford, program director of WLS, Chicago, for an audition. She was invited to fill out the regular form concerning previous experience. On the last line of the form under "Remarks", the ambitious aspirant noted, "winner of the hog calling contest at *Farmer's Frolic.*"

P.S.—She was a "soprano soloist".

WFIL Sponsors Dinner

WFIL, Philadelphia, sponsored the first joint dinner-meeting of the season between the Poor Richard Club, organization of advertising agency executives, and the Philadelphia Club of Advertising Women. The meeting was held at the Poor Richard Clubhouse Oct. 24. Samuel R. Rosenbaum, WFIL and IRNA president, acted as master of ceremonies and played the part of "Clif Fadiman" in an *Imitation Please* program arranged by James Allan, WFIL program director. WFIL also provided the guest speaker, William W. Chaplin, of International News Service. Margaret E. Ocker, head of Ocker Publications and president of the PCAW, presided jointly at the meeting with James Stinson, Poor Richard president.

HAROLD STOKES, dance orchestra leader of WGN, Chicago, was ranked "band leader of the month" in the current issue of *Orchestra World*.

Bishop Named President As Broadcasters' Group Is Organized in Oregon

OREGON State Assn. of Broadcasters, first organization of its kind in the State, was formed Oct. 11 in Portland at a meeting attended by 26 Oregon broadcasters. L. P. Bishop, commercial manager of KMED, Medford, was named president and Frank Loggan, of KBND, Bend, was appointed secretary-treasurer. President Bishop is appointing a committee to draft by-laws, and another meeting is scheduled soon to complete the organization.

Speakers at the meeting included Judge John C. Kendall; Harry Spence, of KXRO, Aberdeen; Marie Hornbeck, director of women's activities of the *Portland Oregonian;* Mac Wilkins, president of Mac Wilkins & Cole Adv. Agency, Seattle; R. C. Wentworth, of Lang-Worth Feature Programs, New York. The committee organizing the meeting included C. W. Myers, KOIN, Portland; Carey Jennings, KGW, Portland; Lee Bishop, KMED; Frank Loggan, KBND.

Among those attending were: James C. Wallace, KAST, Astoria; Ben E. Stone, KOOS, Marshfield; J. G. Bauriedell, KUIN, Grants Pass; George Kincaid, KFJI, Klamath Falls; Lee Bishop, KMED, Medford; R. C. Wentworth, Lang-Worth; Harry Read, KSLM, Salem; M. H. Pengra, KRMR, Roseburg; Frank Loggan, KBND, Bend; C. G. Phillips, Frank L. Hill, KIDO-KORE, Boise-Eugene; Harry Spence, KXRO, Aberdeen; Don Parker, KWJJ, Portland; Judge John C. Kendall, Portland; Mac Wilkins, Mac Wilkins & Cole; Marie Hornbeck, *Portland Oregonian;* Paul Connet, W. Carey Jennings, Bob Prigmore, Joe Messmer, Chet Blomsness, Harry Singleton, H. Q. Cox, James Mount, KGW-KEX, Portland; C. Roy Hunt, C. W. Myers, H. M. Swartwood, Charles Couch, Henry Buckendahl, Ted Kooreman, KOIN-KALE, Portland.

Radio Writers Election

BATTLE for national presidential post of Radio Writers Guild at the Nov. 7 election, promises to become a free-for-all contest between Eastern and West Coast forces of the organization. Forrest Barnes, Hollywood president of Western Division of RWG is being proposed for the national post, with Henry Fisk-Carlton, member of the New York national council, mentioned as eastern candidate, although there may be a change before election. Kenneth Webb, incumbent president, is out of the running, having served for two terms. Paul Franklin and Sam Moore, free lance Hollywood writers, are West Coast candidates for the national vice-presidency.

Lomax Handles Games

STAN LOMAX, sportscaster of WOR, Newark, has been selected to broadcast the five professional football games of the Brooklyn Dodgers to be sponsored from Nov. 3 to Dec. 1 on WOR by Magazine Repeating Razor Co., New York. Lomax will cover both home and away games. He described the Dodger games heard sustaining on WOR throughout October.

HARTZELL SPENCE, in charge of promotional activities and the special service bureau of United Press, has been given a screen test by Warner Bros., which recently purchased movie rights to his book *One Foot in Heaven*. Mr. Spence probably will assist in writing the script for the picture, to be produced early in 1941. The book will be condensed in *Reader's Digest* Dec. 1.

BEHIND the MIKE

ROBERT J. MORARD, assistant to J. Oren Weaver, CBS-Chicago director of special events, is confined to West Suburban Hospital, Chicago, due to a slight skull fracture and internal injuries suffered Oct. 23 when he fell from an automobile near Marion, Ind., while enroute to arrange for a remote pickup of a Willkie address. Ken Ellington, CBS special events announcer, was driving the car at the time of the accident. While rounding a curve the door flew open and Morard, sitting next to the driver, fell to the pavement. He will be away from his desk until early in November.

WILLIAM LANG, announcer at KYW, Philadelphia, has returned to his station post after a ten-day absence due to a minor operation.

DON DIXON of the production staff of KDKA, Pittsburgh, on Oct. 19 married Patty Todd Snead, of Bever, Pa. Dixon met his bride when he gave an audition for a musical production.

CECIL HALE, announcer and radio dramatics instructor of WFAA-KGKO, Dallas, has been named educational director of both stations. Hal Thompson, announcer and sportscaster, has been named assistant program director and director of special events for WFAA-KGKO.

GEORGE THOMAS, former announcer at WFPG, Atlantic City, rejoined the staff of WCAU, Philadelphia, replacing Bob Pollock, who returned to WSB, Atlanta.

BILL SHOMETTE has joined the announcing staff of KMAC, San Antonio, succeeding Horace Shelton, now at Fort Riley, Kan., for military training. Charles Nelson, KMAC announcer, early in October married Martha Evans.

DEAN A. JENKINS, who formerly conducted a midnight record program on WHOM, Jersey City, is analyzing problems for feminine listeners on a series of quarter-hour daily programs on WNEW, New York.

JACK R. WAGNER, for the last three years with KHUB, Watsonville, Cal., recently resigned as production manager of the station. He has announced no plans.

JESS KIRKPATRICK, announcer of WGN, Chicago, has been elected first president of the newly formed *C-Club* of Champaign High School, Champaign, Ill.

JOE DILLON has returned to the WPEN, Philadelphia, announcing staff after an absence of a year. He will handle the nightly *Night Club of the Air*.

JOHNNY ERP, of the news and special events staff of NBC, Chicago recently underwent a stomach operation in St. Joseph's hospital.

Sang at Their Work

HARMONIZING of two girls as they worked in the offices of WBNX, New York, sounded good to program director Frank Johnson, so he put the singers on the air. That is how *The Sunshine Girls* were born. Program is sponsored Tuesdays 5-5:15 by B. Manischewitz Co., Jersey City, for matzos crackers. Featured are Sue Royal and Lydia Chill of the station's production and copyright departments.

ROSALIND CARR, former receptionist for Benedict Gimbel Jr., president of WIP, Philadelphia, has joined WWSW, Pittsburgh, as assistant continuity writer.

JOHN KIEFFER, former consultant in radio and script writer for Warner Bros., now heads the radio and television department of the Norris School, Philadelphia dramatic school.

MARGARET SCHAFFER, former production manager of WFIL, Philadelphia, has been made director of the radio workshop of the Bessie V. Hicks School of Dramatic Arts, Philadelphia, teaching script-writing and production.

ELI SNYDER, WHAT, Philadelphia, accountant, is the composer of an original song, "Call To Arms" his first effort, in the hands of BMI.

HENRY LUNDQUIST, of the production department of WEEI, Boston, has been appointed night manager of the station.

DAVID BROOKS, formerly of WEAN, Providence, has joined the announcing staff of WOCB, West Yarmouth, Mass.

Foils Gunman

JACK GREGSON, announcer of KSFO, San Francisco, walked right into the muzzle of a gun in the hands of a bandit one recent night. He swung at the would-be robber and missed. The gunman fled.

RUTH FOX, of Louisville, has been named program director of WBKY, Beattyville, Ky., the University of Kentucky's new education shortwave station. She was formerly State NYA radio director and also was associated with the New York University Radio Workshop.

HENRY SALISBURY BARBOUR, free lance writer, has joined the continuity department of WGN, Chicago.

FRED BRYANT, of the NBC Hollywood auditing department, is the father of a boy born Oct. 19.

JAMES WALDROP, announcer of WSPA, Spartanburg, S. C., has been named program director of WORD, also operated by Spartanburg Adv. Co. Roger Shaffer, formerly of WMBD, Peoria, Ill., also has joined WORD as director of production. Howard Turner, WORD announcer, has been transferred to WSPA along with Richard Gray, of WGNC, Gastonia, N. C.

ALLEN MILLER, formerly of the Chicago Radio Council, has joined KWSC, Pullman, Wash., as production director. He succeeded Melvin R. White, who resigned to return to the Midwest.

BILL BUCHANAN, graduate of Indiana U, new to radio, has joined the news department of WGN, Chicago.

AL ORRICK, of the news department of WTAM, Cleveland, has joined KOA, Denver, as news editor, succeeding Jack Fern, who has become news editor of WTAM.

FRED M. WOOD, conductor of the *Dawn Patrol*, early morning program on WIP, Philadelphia, returns to WSNJ, Bridgeton, N. J. Nov. 1.

It's HARVEST TIME
the Year 'round
IN NORFOLK

A RICH HARVEST—a harvest of sales—is in full swing at Norfolk . . . the Nation's "Bright Spot" for years to come. Over a billion dollars for ship-building and naval defense activity, thousands of resort visitors, ocean traffic, bumper crops *keep it that way the year 'round*. You can be *certain*, when you put WTAR on your schedules, that this *richest Virginia market* won't slump with seasons. Insure *plus-profits* on your time investment . . . include WTAR in your Winter campaigns and you'll reap a golden harvest of sales!

IMPORTANT! WTAR has just been awarded an F.C.C. permit for 5,000 watts night, directional, giving night power equivalent to almost 11,000 watts—yet rates on 5,000 watts day and night are still based on 1,000 watt input, giving you additional coverage of thousands of new prosperous listeners at no rate increase.

National Representatives:
EDWARD PETRY & COMPANY

NORFOLK VIRGINIA AMERICA'S No. 1 SALES AREA

WTAR

Owned and Operated by Norfolk Newspapers, Incorporated

HARWOOD HULL, farm director of WAPI, Birmingham, in mid-October flew to San Juan, Puerto Rico, where he handled several special WAPI broadcasts on farming methods of the tropics. In addition to interviews with Puerto Rican farmers and agricultural experts, Hull also is handling several exclusive WAPI programs on Spanish customs and music.

WILLIAM T. BEARD, announcer of WLBJ, Bowling Green, Ky., on Oct. 15 presided as Master of Hounds at the Southern Kentucky Foxhunters Assn. meet at Morgantown, Ky. In addition to his official duties, Beard handled a remote pickup of the event for WLBJ.

RAY CHARIES and Bee Arden, singers with the *Four Top Notes* of WGN, Chicago, were married Oct. 16. They recently collaborated in writing a new song, "Funny Little Pedro."

MRS. JEANIE CAMPBELL, formerly in charge of copyright clearance at the New York World's Fair, on Oct. 21 joined the MBS program department in New York to organize a music copyright clearance division. From 1934 to 1939 Mrs. Campbell was with WHN, New York, and before that was a member of the copyright division of NBC.

STANLEY MAXTED, Canadian Broadcasting Corp. program executive, who before the outbreak of war was in commercial radio in London with J. Walter Thompson Co. Ltd., is again in London as assistant to E. L. Bushnell, CBC program director who is on loan to the British Broadcasting Corp. Maxted will assist in developing the special BBC North American broadcasts.

HAL TUNIS, WIBG, Glendale, Pa., announcer, has been signed to m.c. amateur shows at a string of local theatres during the fall.

BOB BOWMAN, Canadian Broadcasting Corp. special events director and chief of the CBC Overseas Unit in Great Britain, and Albert Altherr, CBC commentator with Overseas Unit, are both back in England after a short visit to Canada.

RICHARD BARD, director of publicity and special events of WNEW, New York, on Oct. 23 resigned to report for active duty at Fort Dix, N. J., as a Second Lieutenant in the Army. Succeeding Bard is Jack Banner, publicity agent for WBNX, Brooklyn, and varied movie and radio talent, and previously radio editor of *Motion Picture Daily*. Miss Rhea Diamond continues as assistant to the publicity director of the station.

CAPT. GERALD ARTHUR, commentator with the Overseas Unit of the Canadian Broadcasting Corp., is back in Canada following his appointment as asistant Quebec regional program director, and will be stationed in Montreal. His place in Great Britain has been taken by Rooney Pelletier.

JACK NEGLEY, announcer of WINS, New York, recently dubbed in the voice for two moving picture shorts, an American Bankers Assn. film at Audio Productions and the Erpi classroom film, "Safety".

IRNA PHILLIPS, radio playwright who recently celebrated her 10th year of script-writing, on Oct. 29 was a guest speaker at the annual U of Ohio Vocational Round Table Conference, held in Columbus.

GERALD A. VERNON has been transferred from the research sales promotion department of NBC in New York to the network's central division in Chicago.

RHODA LeCOCO, of the continuity staff of KOIN-KALE, Portland, Ore., recently was married to Jack Lipke.

PAUL deFUR, assistant program director of WLW, Cincinnati, and Bea Garrison, of the stenographic staff, are to marry Thanksgiving Day.

EDMUND ABBOTT, formerly of WCCO, Minneapolis, and KSL, Salt Lake City, has joined the production staff of WBBM, Chicago.

FRANCIS BUTLER, formerly of KFAM, St. Cloud, has joined the announcing staff of WDGY, Minneapolis. Dick Day, WDGY announcer, is the father of a boy born Oct. 18.

BOB CALLAHAN, formerly music rights supervisor of WRC-WMAL, Washington NBC outlets, on Nov. 1 joined the new WINX, Washington, as staff organist-pianist.

HENRY WEAVER, formerly special events and sports announcer of KMTR, Hollywood, has joined the NBC announcing staff in that city.

ROGER SHAW, commentator on WOV, New York, and military strategist, was guest of honor at the New York World's Fair Oct. 17, "Roger Shaw Day". He was interviewed on the RCA television unit.

BRAD SIMPSON, formerly radio production manager in the St. Louis office of Ruthrauff & Ryan, has been named program director of WKRC, Cincinnati, succeeding Richard Blake, resigned.

JACK DAUB, formerly of WDOD, Chattanooga, and WSPB, Sarasota, Fla., has joined the announcing staff of WAPO, Chattanooga.

TOM SWEENEY, formerly of WIOD, Miami, has joined the announcing staff of WMAN, Mansfield, O. Robert Horn, formerly of WPAY, Portsmouth, and WHIZ, Zanesville O., has joined the station as news editor. Harry Lytle, WMAN announcer, on Oct. 26 married Esther Lantz, WMAN dramatic producer.

LEE KARSON, formerly of KLZ, Denver, and KOB, Albuquerque, has joined the program staff of KTAR, Phoenix.

ED BURWELL, formerly of WEED, Rocky Mount, N. C., has joined the announcing staff of WPID, Petersburg, Va.

KQW
Caterpi

POSING A LA Alexander Botts pose aboard a Caterpillar Diesel tractor, Bert Buzzini, commentator and special events man of KQW, San Jose, Cal., gets some authentic material on mechanical behemoths as he presents the new five-weekly series, *The Caterpillar Farm News Reporter*, at 7:30 a.m. (PST) on the station for Caterpillar Tractor Co.

ALSTON STEVENS has returned to his announcing and newscasting duties at WFIL, Philadelphia, after recovering from an appendectomy.

BILL CARTY, relief announcer of WIP, Philadelphia, rejoins the announcing staff of WPEN, Philadelphia.

JOSEPHINE MARTIN, home economics director at KFRC, San Francisco, known on the air as Bess Bye and Emily Barton, conducted her two morning programs from Franklin Hospital where she was confined by a knee injury.

GEORGE MORRISON, formerly of KXYZ, Houston, and KRIS, Corpus Christi, has been named head of the continuity department of KPAC, Port Arthur, Tex.

FRANK HENNESSY, formerly of the *Jewel Cowboys* on CBS, has joined the announcing staff of WWL, New Orleans.

KEN CRAIG, chief announcer at KSFO, San Francisco, married Ethel Gionnetti recently.

ART KIRKHAM, commentator and sportscaster of KOIN, Portland, Ore., recently was named in a women's survey as one of the three outstanding citizens of Portland. Another of the trio was Arthur L. Fields, local businessman, for whose firm Kirkham stages a weekly quiz show, *Everybody Wins*.

'SPECT WE'LL NEED ANOTHER SILO, LEM!

Don't think for a minute that farming out here in the Red River Valley is just "a way of life"! It's big business — on a grand scale. That's why this territory is one of the best farm equipment markets in the whole country — as well as being a super-market for all the things most people buy!

And here's the pay-off: WDAY—alone—covers the entire Valley—at one low cost. Where else can you find a sweeter set-up?

WDAY, INC.
N. B. C.
FARGO, N. D.
940 K. C. . . 5000 WATTS DAY—1000 NIGHT
Affiliated with the Fargo Forum
FREE & PETERS, Nat'l Representatives

SOUTH CAROLINA'S
ONLY REGIONAL
CBS STATION
WCSC
CHARLESTON, S. C.
1000 WATTS
FREE & PETERS, INC., Exclusive National Representatives

BRUCE GRANT, formerly of WMT, Cedar Rapids, has joined the announcing staff of KSO-KRNT, Des Moines. He replaces Paul Miner, who transferred to KVOO, Tulsa.

ED LAGRAVE, Jr., whose father is manager of the Sioux City studios of WNAX, Yankton, has been appointed student director of KUSD, student-operated station of the University of South Dakota at Vermillion, S. D.

PAUL LONG, formerly of WFAA, Dallas, has joined the announcing staff of KFRO, Longview, Tex.

MAURICE J. TOMPKINS, of the sales department of WEEI, Boston, has volunteered for military training.

LEONARD TAYLOR, formerly of WKST, New Castle, Pa., has joined the announcing staff of WHBC, Canton, O.

RICHARD BARTLETT, formerly of KVOO, Tulsa, has joined the announcing staff of KGVO, Missoula, Mont., along with Jack Swee.

JAMES CAMPBELL, formerly announcer of KOA, Denver, has joined NBC in Chicago. Dick Nesbitt, of NBC-Chicago, has succeeded him at KOA.

DOUG EDWARDS, formerly of WXYZ, Detroit, has joined WSB, Atlanta, as newscaster.

HAL McINTYRE, announcer of KYA, San Francisco, recently married Gladys Clark of San Francisco.

BILL ROSEE, of the press department of NBC, Chicago, has received a reserve commission in the National Guard. He expects to be called for active service early in January.

LAURABELL SCHUTT, formerly of WDWS, Champaign, Ill., has joined the continuity staff of WJJD, Chicago.

HUGH TURNER, member of the production department, KLS, Oakland Cal., recently became the father of a boy.

FRANKLIN DYE, formerly of the page staff of WBBM-CBS Chicago, has joined the publicity staff to succeed Robert J. Morard, recently named assistant to J. Oren Weaver, news and special events director.

JOHN D. KELSEY, formerly of WIP and WHAT, Philadelphia, and WCSH, Portland, Me., has joined the announcing staff of WHOM, Jersey City.

HAL DAVIS, director of publicity for Columbia Recording Corp., and Evelyn Leach have announced their engagement and expect to be married in December.

BEN ALEXANDER, Hollywood announcer, is handling commercials on the NBC *Everyman's Theatre*, sponsored by Procter & Gamble Co. (Oxydol).

JOHN NESBITT, Hollywood commentator on the weekly *Passing Parade*, sponsored by Bank of America on 7 NBC-Pacific Blue stations, is the father of a boy born Oct. 5.

WIP ROBINSON, formerly of Norman, Okla., has joined the announcing staff of WDZ, Tuscola, Ill.

BOB STEVENSON has joined the NBC Hollywood production staff and taken over the duties of Ted Sherdeman, writer-producer, who is on a 30-day leave.

RAYMOND C. PLAMADORE, announcer of WKBH, LaCrosse, Wis., on Oct. 4 married Olive Hagen, staff organist.

DOUGLAS EVANS, KFI-KECA, Los Angeles announcer, has been signed for similar roles in the films "Take the Air," being produced by Warner Bros., and "Play Girl," to be released by RKO.

EVERETT HOWARD, formerly of WCHV, Charlottesville, and WFVA, Fredericksburg, Va., has joined the announcing staff of WTAR, Norfolk.

Ann's Rib

FIRST recorded radio casualty on the Willkie-for-President campaign junket is Ann Gillis, CBS Washington director of special events. During a stint as CBS representative in the Willkie entourage, Miss Gillis on Oct. 21 got mixed up in the crowd pushing its way into the Milwaukee Auditorium to hear the GOP presidential nominee. During the crush a Milwaukee policeman chanced to dig his elbow into her side, cracking a rib. Taped up, she is now convalescing in Washington.

ROSWELL ROGERS and Carl Hurtzinger, CBS Hollywood writers, have been added to the scripting staff of the CBS *Al Pearce Show*, sponsored by R. J. Reynolds Tobacco Co.

BOB LE MOND, Hollywood announcer, is conducting the weekly half-hour *Kid's Quizaroo* on the CBS Pacific Network.

SURROUNDED by charm is Dave Francis, of the sales department of WMAN, Mansfield, O. It's strictly business to Francis, however, because he is dickering for a sponsor to place Frances Burke, Miss America, 1940 on WMAN. Rounding out the trio is Patricia Donnelly.

FOX CASE, CBS West Coast public affairs and special events director, Hollywood, has been appointed a member of the draft appeals board for Hollywood district (17th California).

PAUL AURANDT, formerly of KNOK, St. Louis, has joined KGVO, Missoula, Mont., as chief announcer and sportscaster.

KNOX MANNING, Hollywood commentator, who heretofore played radio announcer roles in films, has been given a straight character part in the motion picture, "Cheers for Miss Bishop", by Richard Rowland Productions.

LOIS DASHER, of the program department of WJSV, Washington, is convalescing after a recent emergency appendectomy.

JAMES MacCAFFERTY, operations supervisor of WMCA, New York, recently married Edith Barda.

BOB FISKE, formerly of KNX, Los Angeles, has joined the announcing staff of KOIN, Portland, Ore. Bob Colvig has rejoined the announcing staff after returning from a trip to South America.

MEL RUICK, Hollywood announcer-actor, has been assigned the role of Michael Murry in the weekly quarter-hour serial, *Dear John*, sponsored by Welch Grape Juice Co. on 47 NBC Red and Blue stations. He also announces the weekly CBS *Lux Radio Theatre*, sponsored by Lever Bros.

HAL BOHN, a member of the WGN, Chicago announcing staff of two years ago, has returned to the station.

JEAN FAY, conductor of a woman's program on KYA, San Francisco, has resigned.

OUR FAMILY
ARE THE
"Writingest" Folks

OUR FAMILY thinks no more of writing a letter than you do of making a phone call.

It's the most natural thing in the world for WIBW listeners to write to "their" station . . . to our advertisers . . . to send orders direct . . . to ask for information, catalogs, circulars and descriptive matter. THAT'S WHY WIBW AVERAGES ABOUT ONE THOUSAND PIECES OF COMMERCIAL MAIL EACH WORKING DAY.

This huge flow of mail from OUR FAMILY is mighty important to you. It shows a responsive, ready-to-buy audience.

WHEN THEY WRITE, YOU KNOW THEY LISTEN!

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

JACK LEE, announcer of WHAM, Rochester, N. Y., during a broadcast of local ceremonies on American Indian Day was inducted into the Seneca Tribe. His Indian name, Da-Deo-Quot-Tha, means literally "He who spreads the message".

RUSSELL LEE JACOBS and Paul Crawley of NBC Hollywood page staff, have resigned to join the Army Air Corps.

IRA AVERY, program service aide of WRVA, Richmond, Va., has been named by the board of the Richmond Theatre Guild to again conduct the Guild's course in radio production and script writing.

WILLIS VAN and Bernadine Wagner of the CBS Hollywood sales promotion department, were married Oct. 12 at Las Vegas, Nev.

MRS. FRANCES FARMER WILDER, CBS Pacific Coast director of education, will serve as a panel member at the Southern California Teachers' Institute session dealing with out-of-school radio programs, when the educators meet in Los Angeles Nov. 16.

MAURICE BURCHELL, CKY, Winnipeg, announcer recently married Barbara Pepler, of Winnipeg.

SID SAUNDERS, for the last four years announcer of KMOX, St. Louis, resigned as of Nov. 1 to free lance in Chicago.

Jones For McNaughton

APPOINTMENT of David G. Jones, program director, as business manager of WLAW, Lawrence, Mass., was announced Oct. 22 by Irving E. Rogers, general manager. He succeeds Henry B. McNaughton, who resigned recently. Mr. McNaughton has not made known his future plans. John D. Malloy, of the program staff, has been elevated to program director.

ARE YOU A SUBTLE (KY.) WORKER?

No need to be subtle about Subtle (Ky.)! The plain, unvarnished truth is that Subtle, Spick, Squib (and other small Kentucky towns like them) are just too small to offer a very profitable market. The BIG money is in the *Louisville* Trading Area, which buys more merchandise than the rest of Kentucky combined!.. *Alone*, WAVE covers, blankets, saturates this free-spending market at a cost surprisingly low! If you want Louisville, you want WAVE!

LOUISVILLE'S
WAVE
INCORPORATED
1000 WATTS . . . 940 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

in the CONTROL ROOM

MAJ. ALFRED R. MARCY, for 13 years chief engineer of WFBL, Syracuse, who left Oct. 26 for duty at Fort McClellan, Ala., was guest of honor at a dinner recently held by the WFBL staff. Maj. Marcy received a portable radio as the gift of the station staff and a pipe from members of the engineering staff. James J. Kelly will supervise transmitter operations and Walter Stonger control room operations during his absence.

ED STARNES, chief engineer of KFJZ, Fort Worth, recently was named chief engineer of Texas State Network. He succeeded Joe Haigh, who resigned to join the FCC monitoring staff.

TED CHEZIK has been promoted to chief operator of WRVA, Richmond, succeeding C. L. Stephenson, who has joined the FCC monitoring staff.

LEO YODER, transmitter engineer of WOWO, Fort Wayne, has been named winner of the 1940 D. D. Johnston Trophy for Civilian Pilots. Yoder was cited for all-around excellence in navigation, piloting skill, and adherence to CAA regulations.

WALTER MORRISSEY, control supervisor of KOA, Denver, recently was awarded his pilot's license.

MAX MARKEL, field engineer, and Jack Sperling, transmitter engineer, both of WHOM, Jersey City, have resigned to volunteer as radio engineers in the U. S. Army Signal Corps and are stationed at Fort Monmouth, N. J. Rocco Albanese, recently of WBNX, Brooklyn, and formerly in aviation radio with Bendix, has joined WHOM as a replacement.

LEON BALDWIN, formerly of CKCV, Quebec, has joined the engineering staff of CBV, CBC station in Quebec.

RAY C. SPENCE, formerly of WJLS, Beckley, W. Va., has joined the new WAJR, Morgantown W. Va., as chief engineer.

CARLTON ABERNATHY formerly of WRTD, Richmond, Va., has joined the engineering staff of WGTM, Wilson, N. C.

CHARLES F. HARRIS has been named chief engineer of KMAC, San Antonio, replacing Richard R. Hayes, who has joined KGZE, San Antonio police station. T. Gilert Sharpe, formerly sound engineer with Interstate Theatres of Texas, has joined KMAC as plant technician.

ROBERT L. GREVEMBURG, formerly of WDSU, New Orleans, and National Air Lines, has joined the engineering staff of WWL, New Orleans.

Sales Power!

CJOR is doing an effective selling job for MORE NATIONAL SPONSORS than any other two Vancouver stations.

CJOR
Vancouver, B. C.
1000 Watts 600 K. C.
Nat. Rep:
Joseph Hershey McGillvra

SPEEDY ACTION and a perfect pickup in mid-October brought satisfied smiles to Fred Daiger, program director of WSUN, St. Petersburg, Fla.; Capt. L. E. Shattuck, of the *Charlene*, and Wesley Randles, WSUN engineer, upon their return from a remote broadcast of the rescue of two fliers from a crashed plane in Tampa Bay. When the Canadian-owned twin-motored Beechcraft crashed a mile or so out in the bay as it took off for Canada, the St. Petersburg Coast Guard went into action, and the WSUN boys turned up in short order to describe the rescue work. The Canadian fliers, C. F. Leech and R. M. Smither, were uninjured and the plane was salvaged.

LES CULLY, NBC Hollywood control supervisor, has been promoted to recording supervisor, a post newly created to coordinate all recording room activities. C. E. Pickett has taken over Cully's former post, with J. H. Brown of the engineering maintenance department becoming relief control supervisor. A. R. Brearley and J. C. Riekeberg who have been doing summer relief, have been added to the technical staff as studio engineers.

TOM COPELAND, operator of WOWO-WGL, Fort Wayne, Ind., recently received a $50 prize in the sixth annual National Newspaper Snapshot competition. Copeland's picture, winner in a local contest, was submitted by the *Fort Wayne News-Sentinel*. A year ago Copeland won a similar prize in an Eastman photographic contest.

CHARLES PALMER., formerly of the engineering staff of KARK, Little Rock, Ark., has accepted a post with the Civil Aeronautics Authority as assistant communications officer at Sioux City, Ia. Frank Newberry, of WLAP, Lexington, Ky., has succeeded him at KARK.

DeFOREST LEIGHTON, graduate of Brooklyn Polytechnic Institute, has joined the engineering staff of WTRY, Troy, N. Y. He succeeds Waldo Whitman, now chief operator of WKIP, Poughkeepsie.

DONALD G. LITTLE, formerly chief engineer of the radio division of Westinghouse E. & M. Co., has been named consulting radio engineer of the division.

J. M. BOYER Jr., formerly of WSJS, Winston-Salem, N. C., has joined the engineering staff of WSOC, Charlotte. Ephraim Mallard, WSOC control room operator, recently was married.

BOB JENSEN, of the engineering staff of NBC, Chicago, is the father of a son, Stephen Alan, born Oct. 22.

JOHN C. HANNAFORD formerly of KHSL, Chico, Cal., has enlisted in the 302d Signal Aviation Company, located at March Field, Calif., where he is teaching radio theory and practice at the Signal Corps school.

CAPT. CLAUDE E. SNIDER, transmitter engineer of CKX, Brandon, Man., is serving with the 71st Battery, Royal Canadian Artillery, "somewhere in England".

NATHANIEL FAITHORNE, technician at KSFO, San Francisco, recently resigned to enter the Army as first lieutenant stationed at the San Francisco Presidio.

FRANK R. KRULCE, formerly of WOPI, Bristol, Tenn., has joined the engineering staff of WBRW, Welch, W. Va.

TAFT NICHOLSON, chief transmitter engineer of KOMA, Oklahoma City, has resigned to accept a position with the Civil Aeronautics Authority. Harry Edwards, KOMA control operator, has succeeded to his place at the station. Charles Parker, formerly of Texas State Network, has joined the KOMA control staff.

L. C. SKIPPER has joined the field engineering force of Radio Coverage Reports, headed by Edgar Felix. Miss Janet Murray has been added as statistician. Offices of the organization have been moved to 18 E. 48th St., New York.

HARRY ESSMAN, CBS Hollywood sound effects technician, is on a five-week leave to direct sound effects for the RKO film "Citizen Kane", being produced by Orson Welles.

WARREN RANSDELL, formerly of WLBJ, Bowling Green, Ky., has joined the engineering staff of WAVE, Louisville.

DICK KELLY, control engineer of WICC, Bridgeport, Conn., is the father of a girl born Oct. 14.

DONALD McCOLLISTER, transmitter engineer of WGAR, Cleveland, is the father of a boy born recently.

A. M. RESPONDEK, formerly of KVIC, Victoria, Tex., has joined KPAB, Laredo, Tex., as chief engineer. Ed Schoeler also has joined the KPAB engineering staff.

GEORGE VODER has joined KFWB Hollywood, as transmitter technician.

ADRIAN LENTZ, studio engineer of WCKY, Cincinnati, on Oct. 15 married Jane Frohmiller.

HOWARD A. CHINN, engineer in charge of the audio division of the CBS general engineering department, will conduct a fall course at New York U on "Principles of Audio-Frequency Engineering."

Test Your Program Over
WJBC
BLOOMINGTON, ILL.

Central Illinois — one of America's three richest agricultural markets; center of the hybrid corn industry 380,600 responsive people live in radio homes in the primary area of WJBC. Test over WJBC 1200 K. 250 W.

Natl. Rep.: COX & TANZ

Rathborne Leaves ACA, Selly Named President

JOSEPH P. SELLY, vice-president of American Communications Assn., CIO technical union, on Oct. 21 became acting president, coincident with the resignation of Merwyn Rathborne as president. Mr. Selly has been in charge of the Telegraph Division of ACA.

It was announced that Mr. Rathborne resigned because of ill health. His resignation had been rumored for some time, however, because of reports of Communistic influence in the organization. The ACA board, in accepting Mr. Rathborne's resignation, designated him to lead the ACA delegation at the CIO convention in Atlantic City in mid-November. He was given six months' salary. A special election to select Mr. Rathborne's successor will be held Jan. 10 to Feb. 9, with nominations to begin Nov. 21 through Dec. 11. The new president would take office March 1, 1941.

IBEW on Coast

CALIFORNIA State Assn. of Electrical Workers, an affiliate of the International Brotherhood of Electrical Workers, meeting in Santa onica recently, established a broadcast division and elected Roy Tindall, KFWB, Hollywood, technician, as chairman. Everett Davies, technician of KFBK, Sacramento, has been made vice-president, with Russell H. Pray, KYA, San Francisco, engineer, as secretary. IBEW, in its recently launched campaign to organize all broadcasting technicians and supervisors in Pacific Coast and Mountain states, reports 133 stations as having signed closed shop agreements. More than 50 other stations are operating under verbal agreements which will become closed shop as contracts are negotiated, it was said. Campaign is being directed by William A. Kelly, IBEW international representative and Al Speede, business representative of Local 40, Hollywood.

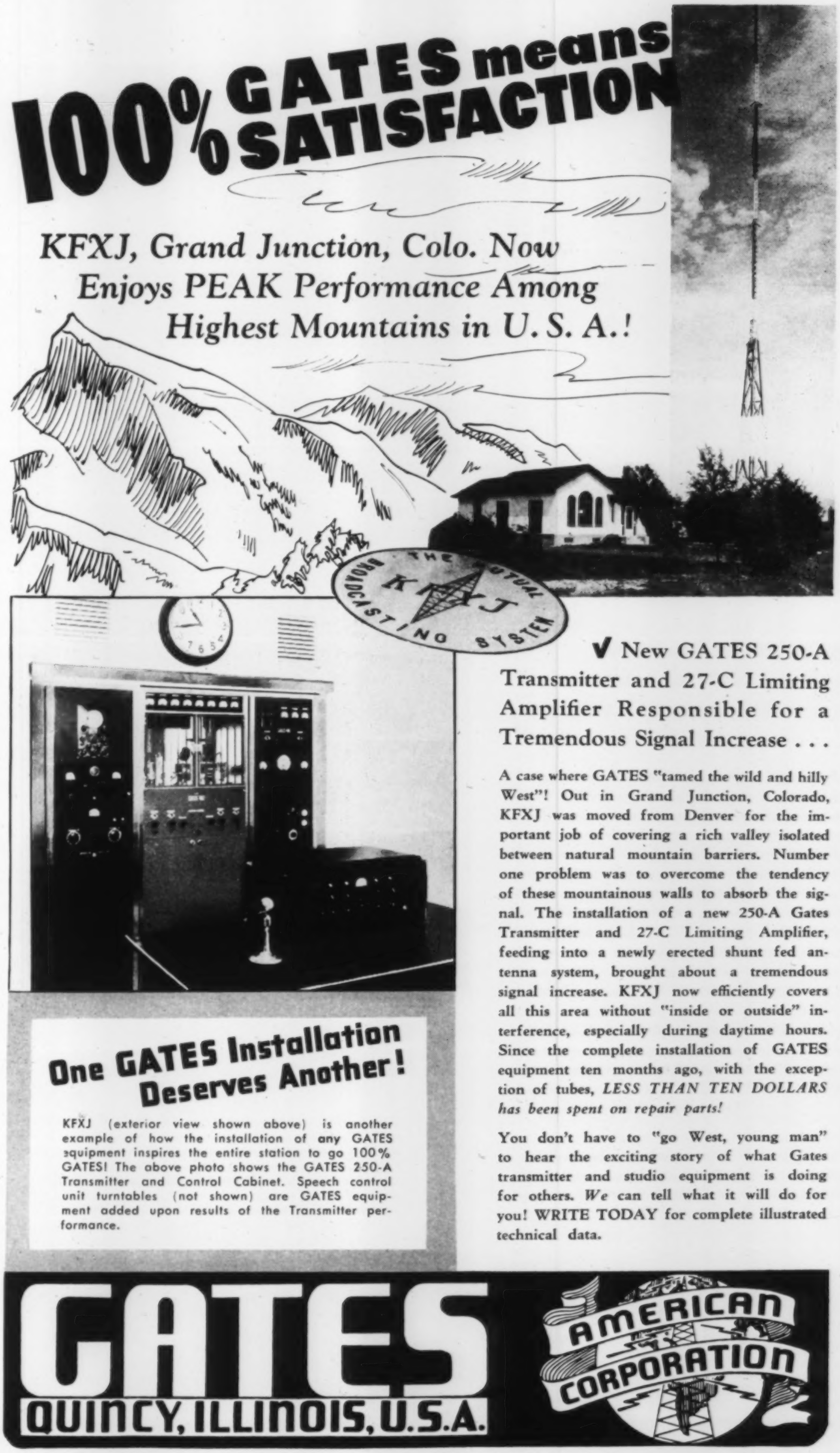
WWL Promotes Dupre

HENRY DUPRE, special events director of WWL, New Orleans, recently was appointed program director of the station, succeeding Jimmy Willson, resigned, according to an announcement by W. H. Summerville, general manager of the station. Dupre will continue to hold his special events post and also will conduct the early morning *Dawn Busters* feature. Leon Adams has joined the WWL staff, taking over Dupre's other post as publicity director, and he also will handle merchandising.

ACA-WCNW Pact

WCNW, Brooklyn, has signed a new contract with American Communications Assn., CIO affiliate, covering the three engineers of the station for one year, retroactive of Oct. 1, 1940. The contract allows for two weeks with pay, arbitration in case of strike, and the defense clause whereby the men return to their same jobs if called for a year's service in the Army under the Selective Service Act.

CY CALDWELL, veteran pilot and associate editor of *Aero Digest* magazine, has been named aviation commentator of MBS for regular broadcast analyses of the aerial aspects of the European war. A former member of the RAF, Mr. Caldwell has been a test pilot for Glenn L. Martin Co., and an air mail pilot for several years.



100% GATES means SATISFACTION

KFXJ, Grand Junction, Colo. Now Enjoys PEAK Performance Among Highest Mountains in U. S. A.!

✓ New GATES 250-A Transmitter and 27-C Limiting Amplifier Responsible for a Tremendous Signal Increase . . .

A case where GATES "tamed the wild and hilly West"! Out in Grand Junction, Colorado, KFXJ was moved from Denver for the important job of covering a rich valley isolated between natural mountain barriers. Number one problem was to overcome the tendency of these mountainous walls to absorb the signal. The installation of a new 250-A Gates Transmitter and 27-C Limiting Amplifier, feeding into a newly erected shunt fed antenna system, brought about a tremendous signal increase. KFXJ now efficiently covers all this area without "inside or outside" interference, especially during daytime hours. Since the complete installation of GATES equipment ten months ago, with the exception of tubes, *LESS THAN TEN DOLLARS has been spent on repair parts!*

You don't have to "go West, young man" to hear the exciting story of what Gates transmitter and studio equipment is doing for others. *We* can tell what it will do for you! WRITE TODAY for complete illustrated technical data.

One GATES Installation Deserves Another!

KFXJ (exterior view shown above) is another example of how the installation of any GATES equipment inspires the entire station to go 100% GATES! The above photo shows the GATES 250-A Transmitter and Control Cabinet. Speech control unit turntables (not shown) are GATES equipment added upon results of the Transmitter performance.

GATES
QUINCY, ILLINOIS, U.S.A.

GATES AMERICAN CORPORATION

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLW, Cincinnati

Pierce's Medicines Inc., Buffalo (proprietary), *sa* series, thru H. W. Kastor & Sons, Chicago.

Smith Bros., Poughkeepsie, N. Y. (cough drops), *sp* series, thru J. D. Tarcher & Co., N. Y.

Ludens Inc., Reading, Pa. (cough drops), *sp* series, thru J. M. Mathes, N. Y.

Dr. Hess & Clark, Ashland, O. (stock remedies), *t* series, thru N. W. Ayer & Co., N. Y.

Pinex Co., Fort Wayne (cough drops), *sa* series, thru Russell M. Seeds Co., Chicago.

E. I. DuPont de Nemours & Co., Wilmington, Del. (Zerex), *sa* series, thru BBDO, N. Y.

Ligget Drug Co., New York (Rexall products), *t* series, thru Spot Broadcasting Inc., N. Y.

Vick Chemical Co., New York (cough drops), *ta* series, thru Morse International, N. Y.

W. A. Sheaffer Pen Co., Fort Madison, Ia. (Sheaffer pens), *sa* series, thru Russell M. Seeds Co., Chicago.

Maryland Pharmaceutical Co., Baltimore (Rem & Rel), *ta* series, thru Joseph Katz Co., Baltimore.

American Chicle Co., Long Island City, N. Y. (Dentyne gum), *sa* series, thru Badger & Browning & Hersey, N. Y.

Pacquin Inc., New York (Pacquin creams), *sa* series, thru William Esty & Co., N. Y.

WGY, Schenectady

P. Lorillard & Co., New York (Old Golds), 2 *sp* weekly, thru Lennen & Mitchell, N. Y.

Grove Labs., St. Louis (Bromo Quinine), 2 *sp* weekly, thru J. Walter Thompson Co., N. Y.

Musterole Co., Cleveland, 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.

Luden's Inc., Reading Pa. (cough drops), 4 *sa* weekly, thru J. M. Mathes, N. Y.

Peter Paul Inc., Naugatuck, Conn. (Mounds candy), 6 *sp* weekly, thru Platt-Forbes, N. Y.

Northwestern Yeast Co., Chicago, 3 *sp* weekly, 52 weeks, thru Hays MacFarland & Co., Chicago.

KGKO, Fort Worth-Dallas

Campbell Cereal Co., Northfield, Minn. (Malto-Meal), 115 *sp*, thru H. W. Kastor & Sons, Chicago.

Beaumont Labs., St. Louis (4-Way Tablets), 60 *sp*, thru H. W. Kastor & Sons Adv. Co., Chicago.

Wright Titus Co., Dallas (auto loans), 9 *sp*, thru Couchman Advertising Co., Dallas.

Dr. W. B. Caldwell Inc., Monticello, Ill. (Dr. Caldwell Syrup of Pepsin), 7 *ta* weekly, thru Sherman & Marquette, Chicago.

WHO, Des Moines

Vick Chemical Co., Greensboro, N. C. (Vaporub, Vatronol), 52 *sp*, thru Morse International, N. Y.

Bunte Bros. Co., Chicago (Bunte candy), 39 *sp*, thru Presba, Fellers & Presba, Chicago.

Mantle Lamp Co. of America, Chicago (Aladdin lamps), 13 *sp*, thru Presba, Fellers & Presba, Chicago.

Nash-Kelvinator Corp., Kelvinator Division, Kenosha, Wis. (refrigerators), 26 *t*, thru Geyer, Cornell & Newell, N. Y.

WFAA-WBAP, Dallas-Fort Worth

National Biscuit Co., New York (Premium crackers), 3 *sp*. weekly thru McCann-Erickson, N. Y.

Campbell Cereal Co., Northfield, Minn. (Campbell's Corn Flakes), 78 *sa*. thru Campbell & Mithun, Minneapolis.

Bristol-Myers, New York (Minit Rub), 312 *sa*, thru Young & Rubicam, N. Y.

Gulf Brewing Co., Houston (Grand Prize Beer), 156 *sp*. thru Rogers-Gano Adv. Agency, Houston.

Mahdeen Co., Nacogdoches, Texas, (hair tonic), 52 *sp*. thru Grant Adv. Agency, Dallas.

International Milling Co., Greenville, Tex. (Robin Hood flour), 100 *sp*, thru Tracy-Locke-Dawson, Dallas.

Grove Labs., St. Louis (Bromo-Quinine), 100 *ta*, thru J. Walter Thompson Co., Chicago.

Lever Brothers Co., Cambridge, Mass. (Rinso), 52 *sp*, thru Ruthrauff & Ryan, N. Y.

KROW, Oakland, Cal.

White Labs., Chicago (Chooz), 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.

Beaumont Laboratories, Chicago (4-Way Tablets), 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.

Columbia Outfitting Co., Oakland (chain clothing stores), weekly *sp*, direct.

R. A. Shuey Creamery, Oakland, Cal. (dairy products), 2 *sp* weekly, thru Sidney Garfinkel Agency, San Francisco.

Sherman, Clay & Co., San Francisco (chain music stores), weekly *sp*, direct.

KFYR, Bismarck, N. D.

Wincharger Corp., Sioux City, Ia. (Wincharger), 39 *sa*, thru E. H. Brown Adv. Agency, Chicago.

Pinex Co., Fort Wayne, Ind. (Pinex), *sa* series, thru Russell M. Seeds Co., Chicago.

Vick Chemical Co., Greensboro, N. C. (Vaporub, Vatronol), daily *sp*, thru Morse International, N. Y.

General Mills, Minneapolis (Wheaties), 52 *t*, thru Knox-Reeves, Minneapolis.

KFBB, Great Falls, Mont.

Railway Express Agency, New York (Express service), 36 *t*, thru Caples Co., N. Y.

Roman Meal Co., Tacoma, Wash. (cereal), 13 *sa*, thru Milne & Co., Seattle.

KPO, San Francisco

General Mills, Minneapolis (Wheaties), 5 *t* weekly, thru Westco Adv. Agency, San Francisco.

Thomas Leeming & Co., New York (Baume Bengue), 5 *sa* weekly, thru William Esty & Co., N. Y.

Maryland Pharmaceutical Co., Baltimore (Rem-Rel), 5 *sa* weekly, thru Joseph Katz Agency, Baltimore.

McIlhenny Co., Avery Island, La. (tabasco sauce), 4 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.

Lamont Corliss & Co., New York (Danya Hand Lotion), 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.

White Labs., Newark (Chooz), 4 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

Gardner Nursery Co., Osage, Ia. (plants), 6 *sa* weekly, thru Northwest Radio Adv. Co., Seattle.

Marlin Firearms Co., New Haven (razor blades), 3 *ta* weekly, thru Craven & Hendrick, N. Y.

Soil-Off Mfg. Co., Glendale, Cal. (Soil-Off) 2 *sa* weekly, thru Hillman-Shane, Los Angeles.

North American Accident Insurance Co., Newark, weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.

WOR, Newark

Healthaids Inc., Jersey City (Serutan health food), weekly *sp*, 52 weeks, thru Raymond Spector Co., N. Y.

Gordon Baking Co., Detroit (Silver bread), 6 *t* weekly, 13 weeks, thru Barton A. Stebbins, N. Y.

Bosco Co., New York (Bosco milk amplifier), 3 *sp* weekly, 52 weeks, thru Kenyon & Eckhardt, N. Y.

Gambarelli & Davitto, New York (Italian Swiss Colony wines), weekly *sp*, 52 weeks, thru De Biasi Adv., N. Y.

Foster Canning Co., Glendale, L. I. (Snappy dogfood), weekly *sp*, 52 weeks, thru Nathan Feist Adv., N. Y.

KYA, San Francisco

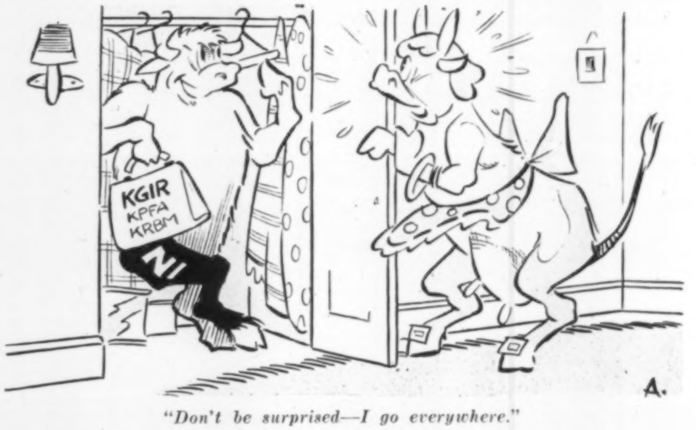
Riggio Tobacco Co., New York (Regent cigarettes), 98 *sa* weekly, thru M. H. Hackett Co., N. Y.

Skippy Peanut Butter Co., Oakland, Cal. (peanut butter), 3 *t* weekly, thru Botsford, Constantine & Gardner, San Francisco.

KGO, San Francisco

Gas Appliance Society of California, San Francisco, 5 *sa* weekly, thru Jean Scott Frickelton, San Francisco.

Cook Products Corp., San Francisco (sauce), 2 *sa* weekly, thru Rufus Rhoades, San Francisco.



"Don't be surprised—I go everywhere."

Montana Broadcasters, Box 1956, Butte, Montana.

Pd. Adv.

WDAY, Fargo, N. D.

Hilex Co., St. Paul (cleaners), 40 *sa*, thru The McCord Co., Minneapolis.

Winston & Newell Co., Minneapolis (IGA groceries), 8 *sp*, thru Campbell-Mithun, Minneapolis.

Sperry Candy Co., Milwaukee (Denver Sandwich), 65 *sa*, thru Cramer-Krasselt, Milwaukee.

Wincharger Corp., Sioux City (Wincharger), 72 *sa*, thru E. H. Brown Adv., Chicago.

Russell Miller Milling Co., Minneapolis (Occident flour), 31 *t*, thru N. W. Ayer & Son, N. Y.

Flex-O-Glass Mfg. Co., Chicago (Flex-O-Glass), 8 *sp*, thru Presba, Fellers & Presba, Chicago.

Stott Briquet Co., St. Paul (fuel), 140 *sa*, thru David Inc., St. Paul.

Vick Chemical Co., Greensboro, N. C. (Vick's products), 260 *sa*, thru Morse International, N. Y.

Feminine Products Inc., New York (Arrid), 3-weekly *t*, one year, thru Spot Broadcasting, N. Y.

Pinex Co., Fort Wayne, Ind. (cough remedy), 110 *sa*, thru Russell M. Seeds Co., Indianapolis.

Folger Coffee Co., Kansas City (Golden Gate coffee), 5-weekly *t*, thru Lord & Thomas, N. Y.

KFI, Los Angeles

Amber Lion Co., Los Angeles (hair tonic), 3 *sp* weekly, thru Ivar F. Wallin Jr. & Staff, Los Angeles.

Lehn & Fink Products Corp., New York (Hinds Honey & Almond Cream), 5 weekly *ta* and *sa*, thru Wm. Esty & Co., N. Y.

E. Fougera & Co., New York (Vapex), 3 *ta* weekly, thru Small & Seiffer, N. Y.

Allcock Mfg. Co., New York (porous plaster), 3 *ta* weekly, thru Small & Seiffer, N. Y.

Railway Express Agency, New York (delivery service), 3 *ta* weekly, thru Caples Co., N. Y.

Musterole Co., Cleveland (Musterole & Zemo), 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.

KDKA, Pittsburgh

Wilson & Co., Chicago (Ideal dog food), 65 *sa*, thru U. S. Adv. Corp., Chicago.

Pinex Co., Fort Wayne, Ind. (Pinex), 132 *sa*, thru Russell M. Seeds Co., Chicago.

Consolidated Drug Trade Products, Chicago (Peruna), 156 *sp*, thru Benson & Dall, Chicago.

Peter Paul Inc., Naugatuck, Conn. (Mounds), 156 *sp*, (Walnettos) 260 *sa*, thru Platt-Forbes, N. Y.

Chr. Hansen's Labs., Little Falls, N. Y. (Quick Fudge Mix), 30 *sa*, thru Mitchell-Faust Adv. Co., Chicago.

KHJ, Los Angeles

Sunnyvale Packing Co., San Francisco (Rancho soups), 5 *sp* weekly, thru Lord & Thomas, San Francisco.

Remington-Rand, Buffalo (typewriters), 3 *ta* weekly, thru Franklin Bruck Adv. Corp., N. Y.

North American Accident Insurance Co., Newark (insurance), 3 *ta* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Superior Sea Food Co., Los Angeles (frozen foods), 3 *sp* weekly, thru Hillman-Shane Adv. Agency, Los Angeles.

WHK, Cleveland

Bristol-Myers Co., New York (Minit-Rub), 60 *sp*, thru Young & Rubicam, N. Y.

Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 260 *t*, thru Joseph Katz Co., Baltimore.

G. E. Conkey Co., Cleveland (feed), 78 *sa*, thru Rogers & Smith, Chicago.

Marlin Firearms Co., New York (razor blades), 32 *ta*, thru Craven & Hedrick, N. Y.

WABC, New York

Vick Chemical Co., Greensboro, N. C. (cough drops), 3 *sa* weekly thru Morse International, N. Y.

WEAF, New York

Musterole Co., Cleveland (ointment), 3 *sp* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.

Radio Advertisers

CARNATION Co., Los Angeles (canned milk and ice cream), through Erwin, Wasey & Co., that city, on Oct. 14 started for 52 weeks participation six times weekly in *Sunrise Salute* and *Housewives Protective League programs* on KNX, Hollywood. Coast Federal Savings & Loan Assn., Los Angeles (banking service), using daily participation in those programs for the past several months, renews for 52 weeks effective Nov. 1. Robert F. Dennis Adv. Agency, Los Angeles, has the account. Wesson Oil & Snowdrift Sales Co., New Orleans (salad oil), through Fitzgerald Adv. Agency, that city, on Oct. 14 also renewed for 13 weeks.

GILLETTE SAFETY RAZOR Co., Boston, using WJW, Akron, and Valley Safety Electric & Appliance Co., on WDAK, West Point, Ga., have been added to advertisers locally sponsoring *Fulton Lewis Jr.* broadcast on MBS Monday through Friday, 7-7:15 p.m.

ARDEN FARMS Inc., Los Angeles (dairy products), out of radio for more than a year, has started five-weekly quarter-hour participations in the *Chef Milani* program on KMPC, Beverly Hills, Cal. Contract is for 13 weeks, ending Jan. 13. Productive Adv. Agency, Los Angeles, has the account.

LAURA SECORD CANDY SHOPS, Toronto (chain stores), on Oct. 22 started a weekly transcribed musical show on CFCF and CKAC, Montreal; CFRB, Toronto; CHRC, Quebec; CFPL, London, Ont.; CKCO, Ottawa; CFRC, Kingston, Ont.; CFCH, North Bay, Ont.; CKSO, Sudbury, Ont. Account was placed by Cockfield Brown & Co. Toronto.

BARKER BROS., Los Angeles (home furnishings), consistent users of Southern California radio time, is sponsoring a thrice-weekly quarter-hour program, *Backgrounds for Living*, on KNX, Hollywood. In addition the firm, on Oct. 14 started for 52 weeks, using one and five spot announcements each week on KFI and KHJ, Los Angeles, respectively. Marion Kyle Adv. Agency, Los Angeles, has the account.

LAMBERT PHARMACAL Co. (Canada), Toronto, for Listerine, on Oct. 18 started *The Green Hornet* weekly on CFRB, Toronto, and at various later dates on CFCF, Montreal; CFCH, North Bay, Ont.; CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CJCB, Sydney, N. S.; CFCY, Charlottetown, P. E. I.; CJRC, Winnipeg; CKCO, Ottawa; CFRN, Edmonton, Alta.; CFCN, Calgary, Alta.; CHNS, Halifax; CJOR, Vancouver; CKCK, Regina. Account was placed by Lambert & Feasley, New York.

SERVUS CLOTHES Inc., New York, to advertise fall and winter clothes, has started on three New York stations for 13 weeks. Spot announcements on WHN and WINS, totaling about 18 a week on each, are supplemented by participations in *Midnight Jamboree* on WEVD. Agency is Klinger Adv. Corp., New York.

NEW ADVERTISERS on the *Lithuanian Hour* conducted by Paul Saltimieras on WHIP, Hammond, Ind., 10-11 a.m. daily, include F. Ad. Richter & Co., Brooklyn (Anchor Pain-Expeller), using four weekly transcribed announcements for 26 weeks, placed direct; Morris B. Sachs, Chicago (clothing stores), 26-week schedule of daily quarter-hour news periods and daily quarter-hour *Poetic Melodies*, also half-hour Sunday feature the *Bartkus Family*, placed direct; Linco Products Co., Chicago (Juno cleanser powder), thrice-weekly live announcements for 52 weeks through Gourfain-Cobb Adv. Co., Chicago.

NATIONAL TOILET Co., Paris, Tenn. (cosmetics), on Sept. 15 renewed for 52 weeks its schedule of one-minute transcribed announcements on WMC KWKH WBT WAPI WWL KPRC WOAI KGKO WIS. Roche, Williams & Cunnyngham, Chicago, is agency.

OGILVIE FLOUR MILLS Ltd., Montreal (cereals), starts *Superman* early in November on Canadian stations from coast to coast. J. J. Gibbons Ltd., Montreal, placed the account.

PURE MILK ASSN., Chicago, on Oct. 14 started a 26-week schedule of 18-weekly time signal announcements on WLS, Chicago, and five-weekly one-minute live announcements on WMAQ, Chicago. On Oct. 21, it also started four-weekly time signals on WBBM, Chicago. Contracts are for 26 weeks. Presba, Fellers & Presba, Chicago, handles the acount.

K. ARAKELIAN INC., Chicago (Mission Bell Wines), on Oct. 14 started seven spot announcements weekly for 52 weeks on WJJD, Chicago. In addition firm is sponsoring race series half-hour daily on WIND, Gary, Ind., and 10 quarter-hours plus 49 spot announcements per week on WCFL, Chicago. Schwimmer & Scott, Chicago handles the account.

WHEN a sponsor smiles, it's news on any man's radio station. At KSTP, St. Paul, William Heegaard, vice-president and sales manager of the Russell Miller Milling Co., smiles and presents Bee Baxter and Bob Murphy with solid silver gifts for the work they are doing on Occident Flour's *Name the Tune*. Bee received a cigarette box, Bob an ice basket.

H. L. CURTIS, for the last two years advertising manager of the Eastern marketing unit of Shell Oil Co., has been named sales promotion and advertising manager of the company.

HORN & HARDART BAKING Co., Philadelphia (cafeteria), has renewed its Sunday morning *Kiddies Hour* over WCAU, Philadelphia for the 12th consecutive year, effective Nov. 3. The program, also carried by WABC, New York, is the oldest full hour commercial program in Philadelphia and since its inception in 1928 has been conducted by Stan Lee Broza, now WCAU program director. Account is handled by the Clements Advertising Agency, Philadelphia.

SCHWARTZMAN FURS, New York, on Oct. 28 started a series of twice-weekly "advice" programs titled *Is This You?* on WNEW, New York. Mary Ellen Franklin, newspaperwoman and interviewer, conducts the series, Tuesdays and Thursdays, 8:30-9 p.m. Agency is J. R. Kupsick Adv. Agency, New York.

H. H. HILL STORES, New Orleans, operating 110 units, has contracted for three quarter-hour shows and a spot series on WWL, New Orleans. Agency is Fitzgerald Adv. Agency, that city.

H. L. CURTIS with no previous experience in advertising, but long identified with selling, has been named sales promotion and advertising manager of Shell Oil Co., New York, according to an announcement by L. T. Kittinger, marketing vice-president.

CEILING 500
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NO MATTER how familiar the course, the experienced pilot knows that the safety of his ship often depends on the accuracy of ground reports. We believe that every advertiser, agency and station has a right to depend on similar reliability in any information and suggestions received from our offices.

JOHN BLAIR & COMPANY
National Representatives of Radio Stations

CHICAGO
520 N. Michigan Ave
SUPerior 8659

NEW YORK
341 Madison Avenue
Murray Hill 9-6084

DETROIT
New Center Building
Madison 7889

ST. LOUIS
455 Paul Brown Building
Chestnut 4154

LOS ANGELES
Chamber of Commerce Bldg
Prospect 3584

SAN FRANCISCO
608 Russ Building
Douglas 3188

EVANS FUR Co., Chicago, consistent user of local radio, on Oct. 20 started a weekly half-hour transcribed dramatic program based on the novel, "In His Steps", on WGN, Chicago. Each Sunday episode, 3:30-4 p.m., is a complete story. The company on Oct. 14 started sponsoring for 26 weeks a five-weekly quarter-hour news program on WGN with Dr. Preston Bradley, pastor of the People's Church in Chicago, as commentator. Dr. Bradley is heard Monday through Friday, 6-6:15 p.m. The company also sponsors *Don Pedro & His Magic Violin*, which has been moved from 6 p.m., Monday through Friday, to 10-10:15 p.m. Schwimmer & Scott, Chicago, handles the acocunt.

MONARCH BREWING Co., Chicago, on Oct. 14 started a bowling program six times weekly on WCFL, Chicago. Hal Totten, sportscaster, gives bowling news, scores and tips. Maggart Adv. Agency, Chicago, has the account.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

#1 Test City

Advertising agency executives vote Hartford the #1 Test City for the U. S. A. And that makes WDRC, Hartford, the nation's #1 radio station for a test campaign. You get all 3 on WDRC: (1) Coverage, (2) Programs, (3) Rate.

Basic CBS for Connecticut

KIMMEY BAKING Co., Albany, N. Y., an occasional user of radio, has started a daily quarter-hour on WTRY, Troy, built around a telephone giveaway of $3 to $6. Phone books of about 40 communities in the area are used to get the numbers of lucky listeners, and calls are placed from the studio while the program is on the air.

F. G. VOGT & SONS, Philadelphia, on Oct. 9 became the third sponsor of *Martha Deane* on WOR, Newark. Account was placed through Clements Co., Philadelphia, to advertise pork products. Program directed at women, is heard daily 11:15-12 noon. Other sponsors are the Philadelphia Dairy Products Co. and the New York Telephone Co., placed through Scheck Adv., Newark and BBDO, New York, respectively.

HOLLAND JEWELRY Co., Chicago, on Oct. 19 started a weekly quarter-hour participation in the Saturday *Norman Ross Revue* on WBBM, Chicago. The firm takes the 10:45-11 a.m. portion of the program. Malcolm-Howard Adv. Agency, Chicago, placed the account.

AMBER LION Co., Los Angeles (hair tonic), new to radio, in a 13-week test campaign ending Jan. 24, 1941, is using thrice-weekly participation in *Art Baker's Notebook* on KFI, that city. Firm plans an extensive radio campaign early next year. Agency is Ivar F. Wallin Jr. & Staff, Los Angeles.

FOREST LAWN MEMORIAL PARK Assn., Glendale, Cal. (mortuary and cemetery), consistent and heavy users of Southern California radio, on Oct. 7 started for 26 weeks sponsoring a four weekly half-hour recorded program, *Musical Tapestries*, on KFAC, Los Angeles. Association is also currently sponsoring twice weekly participation in *Art Baker's Note Book* on KFI, and Eddie Albright's commentary program on KHJ, as well as *Rhyme & Reason* on KNX. Agency is Dan B. Milner Co., Los Angeles.

DOWN IN RICHMOND, VIRGINIA

WRNL RINGS THE BELL

1,000 Watts!

Night and Day!

NBC Blue!

Cash registers, too, are ringing in the Richmond Radius for those advertisers who want extra points with every sales touchdown! Ask

EDWARD PETRY & Co., Inc.
New York Chicago Detroit St. Louis
San Francisco Los Angeles

All-Night Sponsor

ANOTHER station went on a 24-hour schedule Oct. 28 when WOL, Washington, announced it had sold a daily except Sunday block of 5½ hours to The Pep Boys, auto accessory dealers, who will sponsor *The Dawn Patrol* from 1 to 6:30 a.m. The program will be similar to that carried on the same schedule on WIP, Philadelphia, placed by Thomas F. Harkins, Philadelphia agency. Transcriptions and phonograph records with interspersed chit-chat will be featured for the all-night audience. Frank Young is m.c.

IMPERIAL OIL Ltd., Toronto, starts its annual hockey broadcasts from Toronto Nov. 2 on 39 Canadian stations and, as last year, will record the 90-minute games and comment between periods for Sunday morning condensed rebroadcast by shortwave to the British Broadcasting Corp., which will in turn rebroadcast the games for the benefit of Canadian soldiers, sailors and airmen on active service in Great Britain and Iceland. Games from Montreal are broadcast Thursdays and Saturdays over 8 Quebec stations with orchestral interludes between periods. Account was placed by MacLaren Adv. Co. Ltd., Toronto.

GREAT LAKES BLIND Co., Chicago (venetian blinds), is sponsoring a weekly quarter-hour transcribed program on WIND, Gary, Ind. Contract is for 13 weeks. Commercial Broadcasters Radio Adv. Agency, Chicago, handles the account.

GREAT WESTERN GARMENT Co. Ltd., Edmonton, Alta., (chain clothiers) has renewed for the fall and winter season *The Lone Ranger* on eight western Canadian stations. Account was placed direct through CJCA, Edmonton.

CANADIAN CHEWING GUM SALES Ltd., Toronto, (Dentyne) started on Oct. 15 a transcribed spot announcement campaign four times weekly on 12 Ontario, Quebec and Western stations. Baker Adv. Agency Ltd., Toronto, placed the account.

EASTERN WINE Corp., New York, recently added daily participations on *Midnight Jamboree*, WEVD, New York, and *Meet Mr. Morgan*, WOR, Newark, to its radio campaign largely in the New York area. Agency is H. C. Morris & Co., New York

KERR BROS., Toronto (candy), has started daily spot announcements on CFRB, Toronto, and CJCB, Sydney, N. S., and a quarter-hour evening musical show on CFRB. Ellis Adv. Co., Toronto, placed account.

LYDIA PINKHAM MEDICINE Co., Lynn, Mass., currently using some 100 stations throughout the country for spot announcements, on Oct. 14 started a five times weekly program on WOR, Newark, featuring announcer Charles Stark on *Five Minutes in Movieland*, 9:55-10 a.m. Agency is Erwin, Wasey & Co., New York.

CONSOLIDATED DRUG Trade Products Inc., Chicago (patent mediciines), which was KYW's first local account in Philadelphia after moving from Chicago, returned to the station for a daily series of 55-minutes musical transcriptions, necessitating the opening of the station a half hour earlier at 5:30 a.m. Account was placed through Benson & Dall Inc., Chicago.

H. G. HILL, New Orleans chain, has started sponsoring for one year *Miss Peggy Hill* thrice-weekly on WWL, New Orleans. The station also carries a series of spot announcements for the stores. Fitzgerald Adv. Agency, New Orleans, handles the account.

MORE THAN 70 representatives of important San Francisco firms were guests of KPO-KGO and Manager Al Nelson on Oct. 17 to hear the first of a new series of weekly sponsored broadcasts, *The Enterprising West*. The initial program, sponsored by Union Oil Co. of California, Los Angeles, signaled the 50th anniversary of the company with a dramatization of its history. Other programs are sponsored by other bay area industries. Talking things over during the affair were (l to r) W. L. Stewart Jr., of Union Oil Co.; A. C. Stewart, Union sales manager; Bill Ryan, KGO-KPO sales manager; Milton C. Kerr, Union comptroller.

PONTIAC DEALERS Inc., Los Angeles (Southern California distributors), consistent user of radio time through MacManus, John & Adams, that city, is sponsoring a thrice-weekly quarter-hour program, *Pontiac's Pigskin Predictions*, on KMPC, Beverly Hills, Cal. Contract is for 13 weeks ending Dec. 31. Programs feature football comments and information by Gary Breckner. Jack Gale makes predictions on forthcoming games.

BENEFICIAL CASUALTY Insurance Co., Los Angeles, through Stodel Adv. Co., that city, is sponsoring a twice-weekly quarter-hour commentary program, *Fantastic Facts*, and a series of five-minute newscasts on KFWB, Hollywood. In addition the firm is sponsoring *Fantastic Facts* program on KFI, Los Angeles, once weekly, and also two quarter-hour newscasts weekly on KMPC, Beverly Hills.

ROLLE JUICES Inc., Los Angeles (vegetable juices), out of radio for the past year, has started sponsoring a twice-weekly half-hour commentary program, *Garden School of the Air*, on KMPC, Beverly Hills, Cal. Contract is for 52 weeks, having started Oct. 28. Featured is Maj. Harry L. Bateson, as commentator. Marwood Adv., Los Angeles, has the account.

JOHN MORRELL Co., Ottumwa, Ia. (Red Heart dog food), on Nov. 4 renews its thrice-weekly program *Doggie Dan* on WMAQ, Chicago. Contract is for eight weeks. Henri, Hurst & McDonald Chicago, handles the account.

PREMIER Vocational Training Ltd., Toronto, has started five weekly spot announcements as a test campaign on CKTB, St. Catherines, Ont., and CFCO, Chatham, Ont. Dickson & Ford Ltd., Toronto, placed the account.

CROWN DOMINION OIL Co., Hamilton, Ont., on Oct. 21 started three times weekly *Behind the Scenes* talks on Canada's war effort, on CKOC, Hamilton, Ont., and CKCL, Toronto. Account was placed by E. W. Reynolds & Co., Ltd., Toronto.

SKRUDLAND PHOTO SERVICE Co., Chicago, on Oct. 14 started a thrice-weekly quarter-hour program featuring Red Belcher, staff entertainer, on WDZ, Tuscola, Ill. In addition firm is using same schedule on WMMN, Fairmont, W. Va. Agency is A. N. Baker Adv. Co., Chicago.

FRANK T. TUCKER, manager of B. F. Goodrich Co. tire advertising since 1932, has been named director of advertising of the company, effective Oct. 15. He succeeds P. C. Handerson, advertising director since 1931, who has resigned to engage in general advertising work. Handerson is a director of both the Assn. of National Advertisers and the Advertising Federation of America.

CHARLES GULDEN, New York (Gulden's mustard), on Nov. 5 begins its third season of Jewish programs on WLTH, New York, with *Jewish Soap Box Opera*, weekly quarter-hour. The company also started a spot campaign in mid-October on six stations in the East [BROADCASTING, Oct. 1]. Agency is Charles W. Hoyt Co., New York.

SUPERIOR SEA FOOD Co., Los Angeles (Honor Band frozen foods), after a brief test, has started sponsoring thrice-weekly participation in *Norma Young's Happy Homes* program on KHJ, that city. Hillman-Shane Adv. Agency, Los Angeles, has the account.

NEW YORK STATE Bureau of Milk Publicity, Albany, is using five-minute daily participations on *Kay Moser's Matinee* on WTRY, Troy [BROADCASTING, Oct. 1]. Agency is J. M. Mathes, New York.

QUAKER OATS Co., Chicago (Quaker Muffets), on Oct. 19 completed a two-week schedule of six-weekly live announcements on WCAU, Philadelphia; KHJ, Los Angeles, and WFIL, Philadelphia. Mitchell-Faust Adv. Co., Chicago, placed the business.

BREAKFAST CLUB COFFEE, Los Angeles, in a 52-week campaign which ends Oct. 2, 1941, has started sponsoring a twice-weekly quarter-hour transcribed quiz program, *Ask the Mrs.*, on KNX, Hollywood. Program is recorded the previous day at Hollywood Assistance League tearoom. Coffee company also sponsors four times weekly, a quarter-hour *Man on the Street* program on KJBS, San Francisco. Lockwood-Shackelford Adv. Agency, Los Angeles, has the account.

ALL-STATE INSURANCE Co., Chicago (auto insurance), is sponsoring six weekly quarter-hour news periods on WDZ, Tuscola, Ill. Firm in addition is using five spot announcements weekly. Contract is for 26 weeks. E. H. Brown Adv. Agency, Chicago, handles the account.

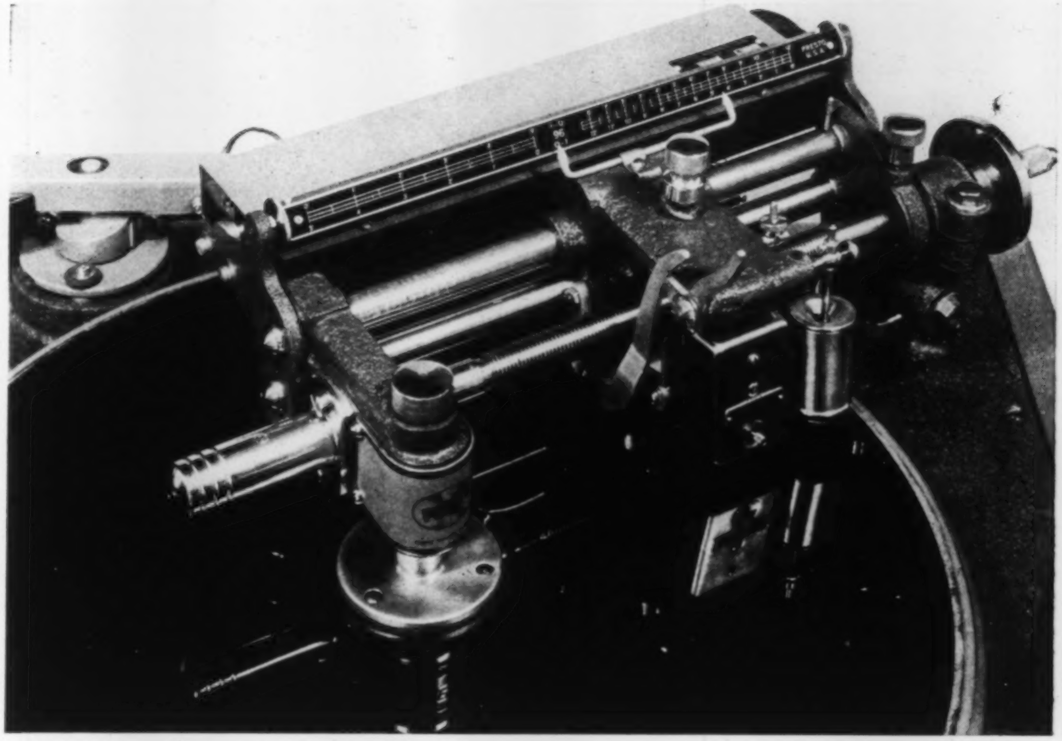
PUSHMAN BROS. ORIENTAL RUG Co., Chicago, on Oct. 20 started a weekly quarter-hour *Magic Carpet of Melody* on WBBM, Chicago. The program which features the novachord music of Herbert Foote and Fran Allison, vocalist, is heard Sundays 10:30-10:45 a.m. Schwimmer & Scott, Chicago, handles the account.

COOK COUNTY DISTRIBUTORS, Chicago (used cars), on Oct. 19 started its second program in the last 20 days on WBBM, Chicago. The new show, titled *Norman Ross Revue* is heard Saturdays 10:30-10:45 a.m. Agency is Commercial Broadcasters, Chicago. Firm's other program, contracted Oct. 6, is *Todd Hunter's News Review* heard Sundays 11-11:15 a.m. Latter placed direct.

ISBELL'S RESTAURANTS, Chicago, is sponsoring four of Northwestern U football games on WJJD, Chicago, including three home games and one out of town game. The games are Ohio State, Indiana U and Notre Dame scheduled to be played in Chicago, and Michigan U from Ann Arbor, Mich. Account is placed direct.

MARION R. GRAY Co., Los Angeles (cravats), an annual user of radio time and placing direct, on Oct. 29 started for eight weeks a total of five participations weekly in *Art Baker's Notebook*, *Mirand's Garden Patch* and the *Bridge Club* on KFI, that city.

GOLDEN WEST PRODUCTS Co., Los Angeles (peanut butter, preserves), new to radio, through Brooks Adv. Agency, that etiy, in a 26-week campaign which ends May 14 is using seven spot announcements weekly on KMPC. Beverly Hills, Cal. Firm may use other Southern California stations.



MODERNIZE YOUR RECORDING INSTALLATION WITH THIS

NEW PRESTO TURNTABLE

Here is a new turntable designed to replace the famous Presto 6-C and 6-D recording turntables which have been standard equipment in United States and Canadian broadcasting stations for the last four years.

Mounting and operating dimensions are identical with the previous equipment but the performance has been greatly improved.

NEW FEATURES OF PRESTO 6-N TABLE:

1. **Less Vibration.** Records made on the 6-N table reproduce on the highest fidelity playback equipment without a trace of flutter or rumble.
2. **Wider Frequency Response—Higher Sound Level.** Presto 1-C cutting head records useful range of 50-8000 C.P.S.—gives 6 to 8 D B higher playback level than previous heads.
3. New cutting head mounting spaces grooves more accurately, facilitates quick change of feed screws.
4. New overhead cutting mechanism redesigned to simplify alignment with the turntable, can be removed for transportation by loosening one screw.
5. Standard table includes spiralling feed screw, vertical damper, cam lever for lowering cutting needle, 4 pitch time scale, automatic equalizer and Presto 1-C high fidelity cutting head.

LIBERAL TRADE-IN ALLOWANCE TO STATION OWNERS WHO WISH TO REPLACE EITHER 6-C or 6-D TABLES WITH THE NEW PRESTO 6-N TABLE. Write giving type and serial number for cost of exchange.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment

SUPREME BAKERY Co., Los Angeles (Town Talk bread), having appointed Sidney Garfinkel Adv. Agency, that city, to service its account on the West Coast, on Oct. 21 started sponsoring five times weekly the quarter-hour transcribed *Superman* on KECA, Los Angeles. Contract is for 52 weeks. Firm on that date also started for 52 weeks, five times weekly, participation in *Art Baker's Notebook* on KFI, Los Angeles. Other Southern California radio is also contemplated. Merchandising campaign has been started, including truck signs, space in trade publications, direct mail to grocers, and store displays. A tie-in with the *Los Angeles News*, which runs the daily Superman comic strip, has also been made.

KNOX GELATINE Co., Johnstown, N. Y. (Knox Sparkling Gelatine), on Oct. 12 started a quarter-hour Saturday morning program on WEAF, New York, to run for eight weeks. Pat Barnes conducts the broadcasts of football songs and interviews with gridiron personalities. Agency is Kenyon & Eckhardt, New York.

MISSION PACKING Co., Los Angeles (Mission Pak fresh and glazed fruits), in a two-week campaign starting Dec. 6 will use one and two transcribed dramatized one-minute announcements on 21 California stations. List includes KECA KERN KFAC KFBK KFI KFSD KFWB KFXM KGDM KGER KIEV KHJ KMJ KMPC KPO KQW KROW KROY KSFO KTMS KWG. A series of 40-second transcribed announcements will also be sponsored on KHJ KFRC KDB KGB. Agency is Dana Jones Co., Los Angeles.

FORD DEALERS of Oklahoma are sponsoring broadcasts of the nine games on the Oklahoma U football schedule on KVOO, Tulsa, and WKY, Oklahoma City. Charlie Inglis, of WKY, and Paul Miner, of KVOO, will handle the play-by-play descriptions, including the four away games. McCann-Erickson, Dallas, is the agency.

HILL DISTRIBUTING Co., Columbus, O. (San Carlos Wine), on Oct. 22 started a series of news programs on WHKC, Columbus. Agency is Strauchen & McKim, Cincinnati.

INGLEWOOD PARK CEMETERY Assn., Los Angeles, for the 12th consecutive year is sponsoring the weekly *Inglewood Park Concert*, having renewed Oct. 1 for 52 weeks on KNX, Hollywood. Current series features Earl Towner's orchestra with guest singers. Chet Huntley announces. Advertising Arts Agency, Los Angeles, has the account.

CALIFORNIA WINE Co., Chicago (Barloma wines), is using 24 spot announcements weekly for 13 weeks on WJJD, Chicago, and WIND, Gary, Ind. Irvin Myerson, Chicago, is agency.

LOCAL LOAN Co., Chicago, consistent user of local radio, on Oct. 14 started a thrice-weekly quarter-hour program *Sports Review* with Bob Elson on WGN, Chicago. Program is heard Monday, Wedesday, Friday, 6:15-6:30 p.m. Contract is for 52 weeks. Agency is George H. Hartman Co., Chicago.

MARNEY FOOD Co., Huntington Park, Cal. (Marco dog food), in an eight-week letter-writing contest ending Nov. 9 is using from one to six transcribed one-minute announcements daily on nine Southern California stations, KTMS KIEV KMTR KRKD KFAC KFOX KVOE KFXM KFSD. In addition the firm is also sponsoring a weekly quarter-hour live program, *Songs of John Clark*, on KNX, Hollywood. Agency is Ivar F. Wallin Jr. & Staff, Los Angeles.

Treet, not Spam

PRODUCT advertised on the thrice-weekly transcribed *Your Treat* series, sponsored on 54 stations throughout the country by Armour & Co., Chicago, is Treet rather than Spam, as stated in the Oct. 15 BROADCASTING. Spam is made by the Geo. A. Hormel Co., Austin, Minn.

BROAD SMILES and toothy grins are evident among executives of Union Oil Co., distributors of Fleetwing petroleum products, and Griswold-Eshleman Adv. Agency after the contract-signing for a series of sportscasts by Bob Kelley on WGAR, Cleveland. The happy folk are (l to r, front row) R. D. Hilles, sales manager of Fleetwing Oil Corp., Cleveland; L. L. Altman, vice-president, Union Oil Co.; William E. Hunger, secretary-treasurer, Union Oil Co.; Otto Knutsen, president, Union Oil Co.; (back row, l to r), Earle R. Preble, Griswold-Eshleman account executive; I. A. Mathias, sales promotion and advertising manager, Union Oil Co.; L. L. Loufman, Fleetwing sales promotion and advertising manager; Seward Covert, Griswold-Eshleman executive.

TOM MIX TRIBUTE
Blue Series Continues Despite Death of Actor

FOLLOWING the death of Tom Mix Oct. 12, Gardner Adv. Co., St. Louis, sent the following statement to all NBC-Blue stations carrying the Tom Mix *Straight Shooters* program: "Due to the death of Tom Mix this past Saturday doubtless numerous inquiries will come to your attention concerning the continuation of the Tom Mix program. The Tom Mix program will continue as usual over your station Monday through Friday, identical in every respect, cast, plot, etc."

The attitude of the Ralston Purina Co., sponsors of the program is best expressed in the announcement made on the program Monday, Oct. 14, which paid tribute to the late cowboy star as a symbol of clean, upright living, honesty and fearless courage.

ADRADIO ASSOCIATES, New York, is offering for network sponsorship a thrice weekly quarter-hour daytime series *Fashions in Foods*, featuring Vyvyan Donner, style dramatist and producer of the Fox Movietone Fashion Newsreels. Program presents a different angle in household shows and is patterned after Miss Donner's fashion movie talks.

Pepsi-Cola Locals

PEPSI-COLA Co., Long Island City, which has been using spot radio for more than a year as well as news programs on CBS to advertise its soft drink, is making two series of one-minute announcements for local sponsorship by bottlers. Recordings will be available shortly after Jan. 1. Bottlers may take one series or both, use them at the same time or in succession. Kent-Johnson agency, New York, is cutting the discs. Ageney is Newell-Emmett, New York.

'Liberty' Magazine in Canada

LIBERTY WEEKLY of Canada, Toronto, (Canadian edition of *Liberty*) on Oct. 16 started John Collingwood Reade in a dramatized quarter-hour transcribed show *The World of Today* weekly on CKCO, Ottawa; CFRB, Toronto; CHNS, Halifax; CJRC, Winnipeg; CJCA, Edmonton; CFCF, Montreal; CKWX, Vancouver; CKCK, Regina; CKLW, Windsor, Ont.; CFAC, Calgary, Alta. Account was placed by Cockfield Brown & Co., Toronto.

WIP, Philadelphia, has added a second program to its weekly schedule devoted entirely to BMI music. Following the success of its *BMI Presents* variety show, WIP inaugurated a *BMI Spotlight* series with Joe Frasetto and the WIP staff orchestra and vocalists featuring BMI music only.

WFBL Syracuse

Now WFBL goes still further in its Merchandising Service to Grocers . . . with the "WFBL NEWS"

First in food advertising, WFBL goes still further to help the grocer sell your product. Now improving on the regular monthly mailing piece, WFBL is publishing and sending a monthly newspaper to the active grocery stores in this large Syracuse market.

The "WFBL News" helps merchants keep their stock timed to the customer demand. Reminds them of your advertising . . . keeps them alert to stock your products prominently. Tells them which products to tie in with your special campaigns, big promotions.

This active merchandising service promotes still closer teamwork between advertisers, wholesalers and retailers. It *puts the grocer behind your products—and keeps him pushing.* Write today for your copy of the current issue of the "WFBL News." See how effectively WFBL can help merchandise your products. Write or wire WFBL, Syracuse, N. Y. or Free & Peters, National Representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

Directional over New York

Now! 5000 WATTS DAY and NIGHT

WBNX
YOUR BEST NATIONAL SPOT BUY
A NEW APPROACH TO THE NEW YORK MARKET

Church Spots

KROW, Oakland, Cal. has a participating church announcement program, *Through the Stained Glass Window*. Noting the success of newspapers in selling church advertising in Saturdays, covering sermon topics, KROW devised this feature and has been successful in selling ten prominent churches. Announcements of sermons to be preached that afternoon are interwoven in a program of fine music and released Sunday morning.

Columbia Records 10 Disc Accounts

COLUMBIA RECORDING Corp., Bridgeport, and New York, reports its busiest period for the transcription division with recent orders for ten new accounts, according to William A. Schudt, manager of the department.

The company is making off-the-line recordings of the twice-weekly KNX *Texas Rangers* program to be sponsored on 27 stations and a Michigan network of five stations by P. Lorillard Co., New York, for Old Golds. Agency is Lennen & Mitchell, New York. Benton & Bowles, New York, has ordered ten one-minute transcribed announcements titled "Yo-Ho" for its account, Continental Baking Co., New York.

Philco Radio & Television Corp., Philadelphia, through Julian G. Pollock, that city, is sending its dealers all over the country 2,000 CRC discs demonstrating and promoting "Beam of Light" radio-phonograph combination, as well as 4,500 discs carrying testimonials on the new sets by CRC artists.

Metro-Goldwyn-Mayer, to promote new pictures, is releasing 500 quarter-hour *Air-Trailer* programs, transcribed by CRC, and United Artists similarly is releasing quarter-hour discs to 85 stations.

CRC has prepared three transcribed announcements for distribution by General Foods Corp. to 85 stations carrying *Portia Blake* for Post Toasties. BBDO, New York, is the agency. Other CRC orders include a series of one-minute announcements for 15 stations by Warren-Norge Co., New York, for Norge washing machines and Farnsworth Radio; weekly off-the-line recordings for Blackett-Sample-Hummert, New York, of the CBS *Second Husband* program, and weekly recordings of Bob Ripley's CBS *Believe It or Not* program for WWVA, Wheeling, through BBDO, New York.

HARRY S. GOODMAN, radio production office in New York, is sending out 5,000 brochures to department stores, bakeries, dairies, stations and agencies announcing a series of 15 quarter-hour transcriptions available for Christmas advertising. Series, *Streamlined Fairy Tales*, features the Koralites, singing sextet also heard on NBC-Red.

GLENN PICKETT, technician for Columbia Recording Corp., New York, has been transferred to Chicago to take charge of engineering for CRC offices in that city. Mr. Pickett recently returned from a tour recording concerts in South America by Leopold Stokowski and the All-American Youth Orchestra.

New Luden and Smith Cough Drop Accounts Lead CBS Pacific Upsurge

WITH TWO of the nation's largest manufacturers of cough drops launching regional network campaigns, and other new accounts signed to start this month, CBS Pacific Network business sold within the last 60 days has been increased by more than $200,000. Influx of new business also includes expansion of a KNX, Hollywood, account to the regional network after a local test campaign, and in addition the renewal of one sponsor for another 52 weeks.

Luden's Inc., Reading, Pa. (menthol cough drops), through J. M. Mathes, Inc., New York, on Oct. 15 started for 20 weeks, sponsoring twice weekly, Elmer Davis, news analyst, on 7 CBS Pacific Network stations (KNX KSFO KARM KOIN KVI KIRO KFPY), Tuesday and Friday, 5:55-6 p.m. (PST). Davis is heard from New York as usual, unsponsored except for the regional network sponsorship, although General Foods Corp. (Post Toasties) and Gillette Safety Razor Co. have underwritten him on the coast-to-coast CBS network.

Smith Bros. Co., Poughkeepsie, N. Y., (cough drops), through T. D. Tarcher & Co., New York, on Nov. 17 will initiate a 16-week series of 5-minute newscasts with Knox Manning as commentator, four times weekly, on the same list of CBS West Coast stations. Newscasts will be heard Sunday, 8:25-8:30 p.m. following the CBS *Crime Doctor* sponsored by Philip Morris & Co.; Tuesday and Thursday, 7:55-8 p.m., and again Thursday, at 9:25 p.m., following *Strange As It Seems*, sponsored on CBS by Colgate-Palmolive-Peet Co.

Postum and Planters Nut

General Foods Corp., New York (Postum), on Nov. 11 starts, for 52 weeks, a dramatic serial, *Second Wife*, on the same list of CBS Pacific Coast stations, Monday through Friday, 4-4:15 p.m. (PST), placed through Young & Rubicam. This is the first major radio used by that firm in approximately nine months to promote Postum.

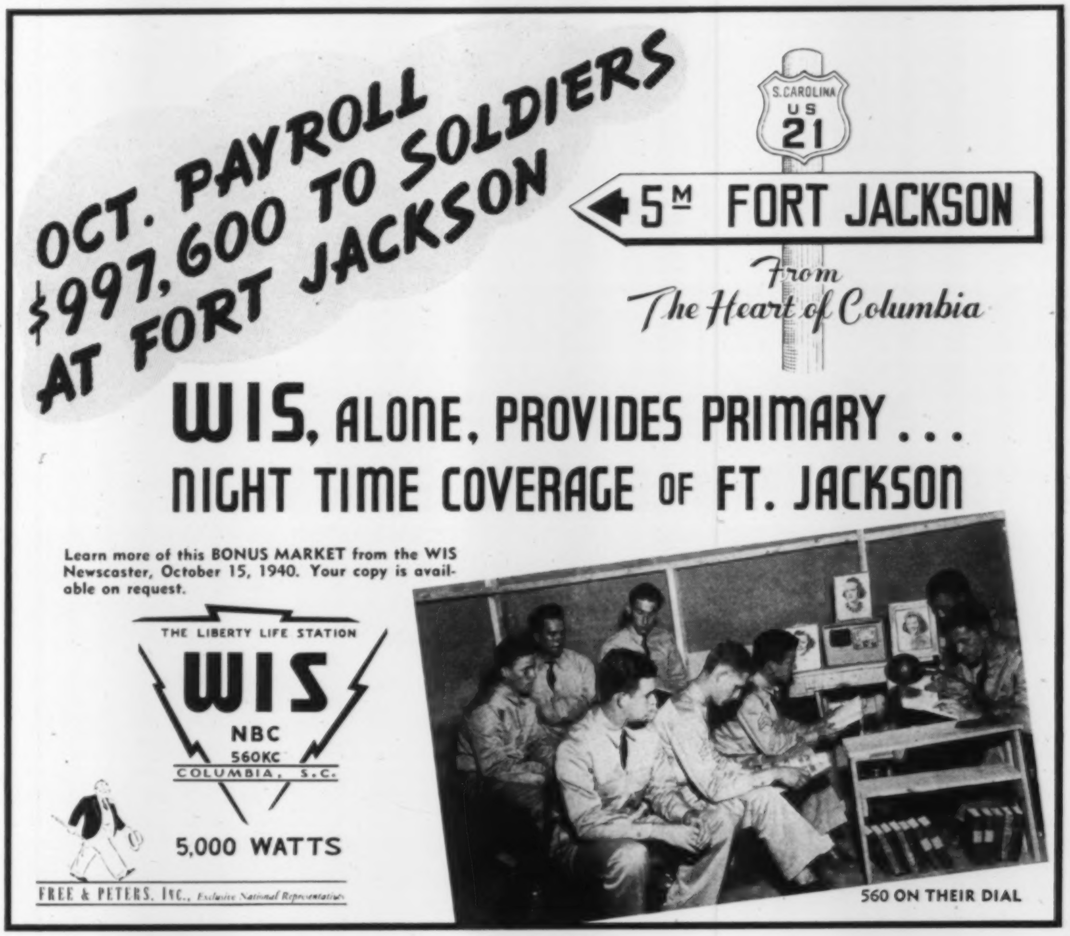
Following a 31-week test on KNX, Hollywood, Planters Nut & Chocolate Co., San Francisco (peanuts and peanut oil), through Raymond R. Morgan Co., Hollywood, on Oct. 3 expanded coverage of its weekly half hour program, *What's On Your Mind?* to 9 CBS West Coast stations, Thursday, 7:15-7:45 p.m., on a 52-week contract. P. Lorillard Co., New York (Old Gold cigarettes), through Lennen & Mitchell Inc., that city, is sponsoring the *Texas Rangers* and Martha Mears, vocalist, on 7 CBS Pacific Network stations, Wednesday and Friday, 6-6:15 p.m., (PST), having started Oct. 9 for 13 weeks. Having sponsored *Bob Garred Reporting* on the CBS Pacific Network for the last several months, Bathasweet Corp., New York, through H. M. Kiesewetter Adv. Agency, that city, on Oct. 15 renewed for 52 weeks, Tuesday and Thursday, 7:30-7:45 a.m.

Claims on Fountain Pens Are Challenged by FTC

BOTH W. A. Sheaffer Pen Co., Fort Madison, Ia., and Parker Pen Co., Janesville, Wis., are cited in complaints announced Oct. 14 by the Federal Trade Commission. The complaints charge the fountain pen manufacturers with making misleading representations in the sale of their "lifetime guaranteed" pens, declaring that the "lifetime" description is not literally true and that the "lifetime guarantee" amounts only to "a contract whereby the respondent agrees for the life span of the purchaser to make necessary repairs and adjustments at a flat rate of 35 cents each time a pen is sent to it for service".

The FTC on Oct. 14 also announced receipt of an answer to an earlier complaint issued against Lambert Pharmacal Co., St. Louis, charging the company with false and misleading advertising claims for Listerine. The company maintained, after admitting certain facts in the complaint, that all the cited representations have not appeared in Listerine advertisements, that there is conflict between the FTC's construction and "eminent and authoritative scientific opinion", and that it has not violated a stipulation entered into in July, 1939. Hearings are to be held at a later date, according to the FTC.

BASIL LOUGHRANE, radio director of General Mills' *Light of the World* program on NBC, is writing a textbook for actors stressing the different technique required for radio acting as opposed to that of the legitimate stage.



WIS, ALONE, PROVIDES PRIMARY . . . NIGHT TIME COVERAGE OF FT. JACKSON

Learn more of this BONUS MARKET from the WIS Newscaster, October 15, 1940. Your copy is available on request.

FREE & PETERS, INC., Exclusive National Representatives

...a Lot for Your Money

Yes, sir, KRRV offers the thrifty advertiser lots for his money... full time coverage of a million and a quarter folks in 36 counties of prosperous North Texas and southern Oklahoma... but there's NO increase in rates! 1,000 watts for the price you once paid for 250. For more information write KRRV, Sherman and Denison, Texas.

An Affiliate of the
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

The Sherman-Denison Station
KRRV
880 KC. 1,000 WATTS

TIDE WATER ASSOCIATED OIL Co., San Francisco, sponsoring all inter-collegiate football games on the Coast, recently started a promotional scheme which ties in with its broadcasts. Football fans, who enroll as members of the Flying "A" Football Fans Club, have the opportunity to attend the game of their choice as guests of the oil company.

Harold R. Deal, advertising and promotion manage of Associated, stated that football tickets are given each week to fans in all sections of the West. The awards are made for the best answers to a simple question: "What 1940 Western football game would you like most to attend—and why?" An answer of 25 words or less is all that is required of those fans who have registered as members of the Flying "A" Football Fans Club. Registration may be made at any Associated service station or garage on the Pacific Coast.

Once registered, the football fan is eligible to answer the question of the week and the best answers, as determined by the judges, will receive two tickets to the game selected by the winner and played two weeks after the question is announced.

* * *

Special KERN Edition

OBSERVING the expanded operations of KERN, Bakersfield, Cal., under its power increase to 1,000 watts, the *Bakersfield Californian* on Oct. 4 printed a special 8-page testimonial section in its regular edition. The special section incorporated news and feature stories about KERN development and programs with congratulatory messages from local advertisers.

"I heard about Folger's Coffee over WMBD! It's on my shopping list for today!"

There are approximately 160,000 practical housewives in Peoriarea who RESPOND to WMBD advertisers!

Yes, these wise household managers are the family BUYERS. They listen to WMBD . . . the ONLY radio station in Peoriarea that completely blankets its responsive market of over 600,000 potential buyers. Peoriarea has an average of $491 per capita to spend annually . . . representing an almost 50-50 balance of income between prosperous farms and busy industry. Here's your spot to test any radio sales campaign effectively.

FREE & PETERS, Inc.
Exclusive National Representatives

TEST SPOT of the MIDDLEWEST

THE HEART OF ILLINOIS

MEMBER CBS NETWORK
WMBD
PEORIA, ILLINOIS

Merchandising & Promotion

Grid Club—Sums From Sol—Sue's Quilt—Chicago Swaps—Vote Charts—Southern Puzzle

Out of the Chest

PRIZES up to $1,000 are offered listeners on the new quiz show, *Speak Up, America*, sponsored Sundays 6:30-7 p.m. (CST) on NBC-Blue by The Better-Speech Institute of America, Chicago. To compete, a listener must write a letter of not more than 50 words, telling why he likes the program.

The writer of the winning letter will be presented the contents of the show's Treasure Chest for two weeks, amounting to more than $250. The prize will be increased to $1,000 if the winning letter is accompanied by a sales slip showing that the writer has purchased the course from a book or department store or if the letter is accompanied by an order for the course. In addition to the grand prize, the Institute is offering prizes of $5 each for the 100 next best letters. McJunkin Adv. Co., Chicago, handles the account.

* * *

Peoples' Pin Money

COMBINING a telephone giveaway with a general recorded music-time signal program, Peoples Drug Stores, Washington, has started the new 90-minute *Pin Money from Peoples* feature on WMAL, Washington. Conducted by Lee "Old Sol" Everett, the program offers a total of $50 in cash each day in five separate $10 awards to people whose names are chosen from a scrambled local phone directory and who call the studio, located in the Radio Grill Room of the main Peoples store. Those whose names are announced but who do not call the studio receive $1, with the remaining $9 going over to the next program.

* * *

For Cavalcade

TO CLARIFY the aims of *Cavalcade of America*, the historical dramas sponsored on NBC by E. I. duPont de Nemours & Co., Wilmington, Dr. Frank Monaghan, historical advisor on the series, has written a pamphlet titled *History in This Hour*. Also to promote the programs, Dr. Monaghan will make a lecture tour throughout the country this winter. After the closing of the New York World's Fair on Oct. 27, DuPont will place on display some of the exhibits from its "Wonder World of Chemistry" building for studio audiences attending the broadcasts at the Ritz Theatre, New York.

* * *

Fall Sales Meeting

SO ALL sales employes would be informed of fall plans of the organization, the George Belsey Co., Los Angeles, distributors of General Electric products in Southern California and Arizona, on Oct. 18 sponsored a quarter-hour early-morning *Sales Meeting* on 8 Don Lee network stations (KHJ KGB KDB KFXM KXO KVOE KTUC KOY). Program originated from KHJ, Los Angeles, where Mr. Belsey addressed his employes, who were assembled at breakfast meetings in various Southern California and Arizona communities. Agency is Dan B. Miner Co., Los Angeles.

Quiz That Promotes

KARM, Fresno, Cal. is putting *Traffic Jam*, its fun quiz show, to good use by tying it in with its sales promotion activity in calling attention to national and regional CBS network accounts and the sponsors' local distributors and dealer groups. The night before Fred Allen made his bow back on the air *Traffic Jam's* quiz teams and most of the studio audience were made up of the local Texaco employes and dealers. There were numerous mentions for the Texaco products. Campbell Tomato Soup Night tied in with Campbell's Tomato Soup Week, which was observed by dealers from October 10-17. Other CBS and KARM accounts which have had this merchandising cooperation thus far include Libby-Owens, Coca Cola, Nehi, Sears-Roebuck.

* * *

WRVA's Crazy Quilt

WITH *Sunshine Sue & Her Rangers*, heard on WRVA, Richmond, Va., and MBS, receiving thousands of patches from listeners for a crazy-quilt, the WRVA promotion department has effected a tie-up with the Richmond agency of a sewing machine manufacturer through which at least one of the quilts will be pieced together in the agency's display window. A girl will devote an entire week to sewing away at the quilt in the window, with display cards explaining her activity.

* * *

A Shirt Tale

PRINTED on paper stock resembling fabric and cut like a shirt just returned from the laundry, a new promotional piece of KSFO, San Francisco, tells "How Hale's 'lost their shirts'—and loved it!" The 16 x 11-inch mailing piece tells the story of a pleased sponsor's gratitude for a successful radio campaign that moved shirts off the shelves of Hale Bros. Stores, Northern California department store chain.

* * *

FM Exhibit

FEATURING demonstrations of FM receivers, G. Fox & Co., Hartford department store, designated the week of Oct. 19-27 as radio week and gave store visitors an opportunity to hear FM reception. The studio ensemble of W1XPW, FM adjunct of WDRC, broadcast daily programs to the Fox audiences.

WCAU's Aero School

WCAU, Philadelphia, is sponsoring an aviation ground school with a capacity of 750 students. Classes will be held three times weekly in the station's auditorium, starting Nov. 4. A $5 registration fee will be charged to insure an active interest and cover cost of textbooks. The school plan is a development of the station's *America Flies* patriotic program.

ARMOUR & Co., Chicago, on Oct. 7 started a five-week Mink Coat Contest during which five $1,000 mink coats and 250 cash prizes of $5 each are given away in competition for rhyming jingles sent in by listeners. One mink coat and 50 cash awards are given away each week. Looking on while Carrola Kelner, model, displays the garment to an Armour guest at the Union Stock Yards, Chicago, is Clair Heyer, radio department head of the sponsor. Down in St. Louis KMOX arranged with Scruggs - Vandervoort - Barney, local department store, to present a fashion show at which models displayed the latest in fur coats, including one of the $1,000 minks offered by Armour, to some 2,000 grocers and their wives.

* * *

Still on the Stem

TO THE TRADE, in cellophane covered cartons, WBT, Charlotte, recently sent a boll of cotton, still on the stem. Each boll carries a stringtag carrying the message: "Down here in WBT-Land it's cotton pickin' time, where it's always profit pickin' time!" The promotion specifically pushes WBT-Piedmont Area Week, Oct. 28-Nov. 3.

* * *

Trailers for Gossip

KFBI, Wichita, Kan., recently contracted an exchange deal with the five local Fox theatres by which the station gets exclusive use of trailers plugging KFBI shows. In exchange the station carries a quarter-hour daily movie gossip feature, *Neta Keye's Hollywood Notebook*. The five theatres draw an average weekly attendance of 32,000.

* * *

Meet the Staff!

INFORMATION about the people who run WBNX, New York, is featured in *Radio Spotlight*, Saturday afternoon program. Lawrence Witte, conductor, gives biographical highlights about station personnel and artists.

"SOUND" DOLLARS!

When you buy RADIO, you buy SOUND. When you buy WAIR, you make SOUND a SOUND investment. You'll agree — after your campaign starts on—

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

Chicago Press Programs

TRADE tieups whereby four Chicago NBC outlets purchase display space in local newspapers, with the dailies buying radio programs of equivalent value, are now in effect. This involves every local newspaper with the exception of the *Chicago Tribune* which owns WGN and has an exclusive arrangement with its station. Arrangements with the *Herald-American* include *Words and Music*, featuring Betty Ames and Lynn Brandt, Sundays, 11-11:30 a.m., on WMAQ; *For Women Only*, featuring Betty Ames Tuesday thru Friday, 10-10:15 a.m., Saturday, 9:30-10 a.m., on WCFL; *Ulmer Turner & the News* five nights weekly, 11-11:15 p.m., on WENR. The *Daily News* presents *Whizzer*, a 10-minute feature associated with the newspaper's juvenile section on Saturday, 5:15-5:25, on WENR. The *Daily Times* presents *Aunt Rita & Uncle Charlie* (Rita Ascot and Charles Eggleston) reading the funnies each Sunday, 11:15-11:45 a.m., and one-minute spot announcements daily on WLS.

* * *

Election Charts

ON BEHALF of its *Socony News Flashes*, WFBL, Syracuse, N. Y., is distributing radio election charts for use by listeners. The broadside chart lists the 48 states alphabetically, along with the electoral vote allotment for each and figures on Democratic and Republican votes in each state in 1932 and 1936. The charts carry out the red-and-blue Socony advertising motif and feature the Mobilgas emblem and a two-color reprint of a Mobiloil advertisement.

* * *

Newspaper Tieup

KSFO, San Francisco, recently arranged a cooperative promotional tieup with two San Francisco daily newspapers—the *Call-Bulletin* and *Examiner*. The *Examiner* is presenting its *Stamp Quiz* program on the station Sundays at 5.15 p.m. (PST) under direction of Sydney E. Goldie, stamp editor. The *Call-Bulletin* has a five-minute daily spot six times a week to give information regarding national conscription activities.

* * *

Georgia Jig-Saw

ON BEHALF of the Georgia Trio (WGST WTOC WMAZ), The Katz Agency sent to the trade a jigsaw puzzle in one envelope and its solution in another. Thus the market-minded timebuyer could amuse and inform himself at the same time, since the puzzle turned out to be a coverage message.

BROCHURES

WDRC, Hartford, Conn.—Sponsor-illustrated folder containing seven success stories from WDRC files.

WCKY, Cincinnati—Two-color folder highlighting Antarctic reception of WCKY programs by Byrd expedition.

WRC, Washington—"So Much Velvet", pictorial summary of nation's capital.

KTUL, Tulsa, Okla.—Lithographed "KTUL Personalities" booklet, picturing personnel, programs and talent.

WCAU, Philadelphia—Promotion folder on coverage theme, employing translucent overlays to illustrate comaparative primary coverage areas of Philadelphia stations.

Dunker's Delight

NBC artists who dunk helped celebrate National Donut Week Oct. 28-Nov. 2. Frank Crumit and Julia Sanderson popped questions about donuts during *Battle of the Sexes*, NBC-Red network program, Oct. 29. The *National Farm & Home Hour*, over the NBC-Blue network, Oct. 31 carried a special announcement about the Hallowe'en specialty. Isabel Manning Hewson had a special donut feature on her NBC-Red network program, Oct. 31. A descendant of Captain Hanson Crockett Gregory, Fred Crockett, was interviewed by Miss Hewson. And *Truth or Consequences*, NBC-Red network program, on Nov. 2 will feature both truths about donuts as well as the consequences.

New WLW Promotions Inc.

GENERAL PROGRAM SERVICE Inc., talent booking subsidiary of WLW, Cincinnati, has been reorganized and will be known as WLW Promotions Inc., indicating a broader scope in operations, according to an announcement Oct. 25 by James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting. Lewis Crosley, vice-president and general manager of Crosley Corp., is president of the new organization, with Mr. Shouse as executive vice-president. Robert E. Dunville, general sales manager of WLW, is on the new board of directors. E. P. Bauer is secretary and George Smith comptroller. William McCluskey remains as manager of the booking activities of the company.

KDYL
Showmanship gets Results in the Intermountain Market
KDYL
The POPULAR Station
Salt Lake City
NBC RED NETWORK
Representative JOHN BLAIR & CO.

TOLEDO *The Glass Center of the World*

IS COVERED BY

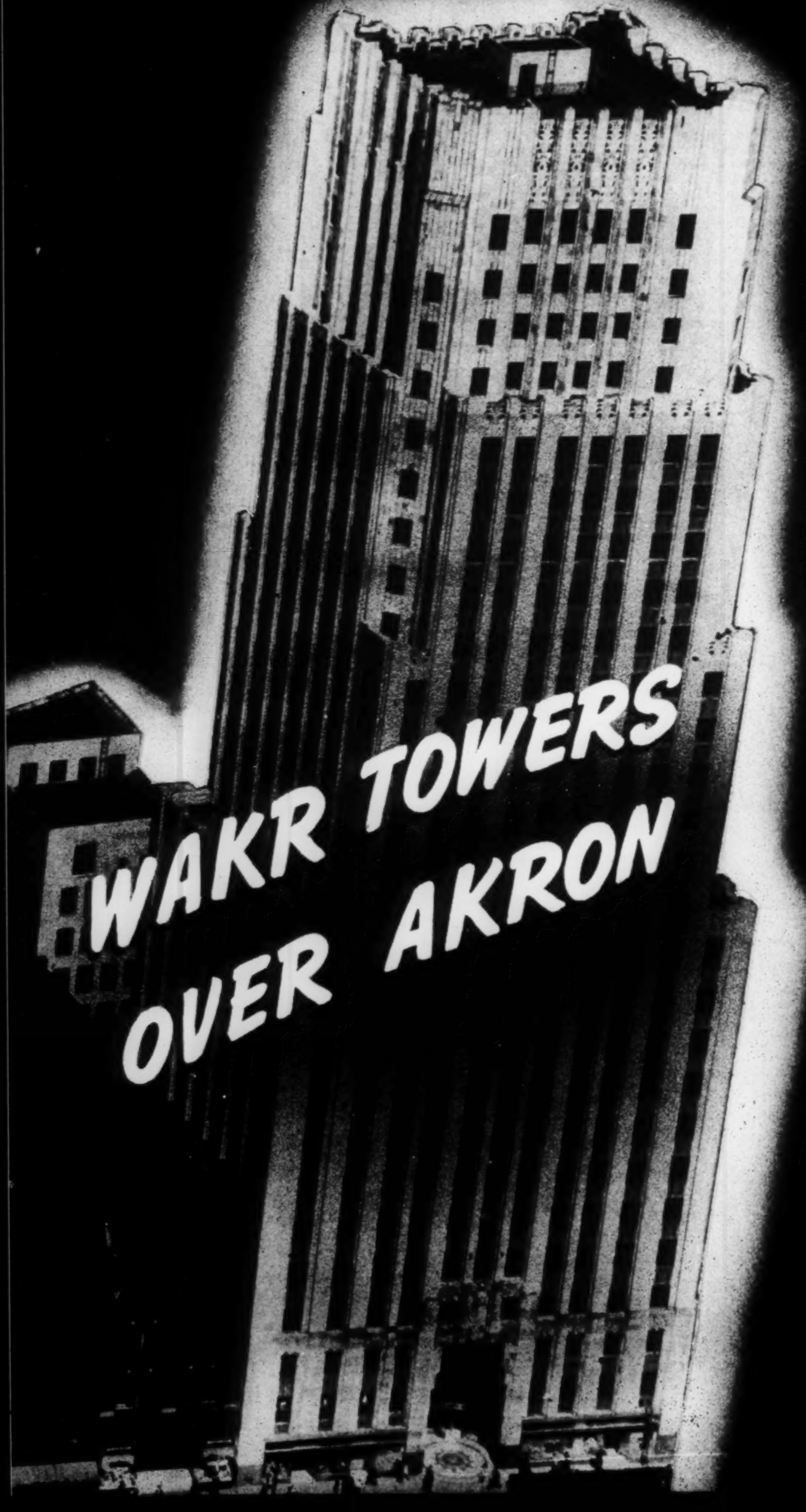
WSPD

5000 WATTS DAY and NIGHT

WSPD can honestly say that it rates Number 1 in audience in this locality in more ways than one. The answer is really simple—because WSPD has the shows—and the signal that covers the big Toledo market. Then, too, WSPD is the listening habit of this area, for it has been servicing this community for nineteen years. WSPD is a Basic Red NBC station, and its list of NBC Commercials, as well as National spot accounts, classifies it as an important advertising medium.

Represented nationally by
THE KATZ AGENCY

WSPD
TOLEDO
A Fort Industry Station


WAKR TOWERS
OVER AKRON

Akron

W

BASIC
N·B·C BLUE

★

STUDIOS AND OFFICES
Ground Floor
FIRST-CENTRAL TOWER
AKRON, OHIO

on's only NBC outlet

WAKR

They're Buying It
ALL DOWN THE LINE

This lively new Station, bringing NBC Basic Blue Network programs to Akron, Canton, Massillon, and surrounding territory for the first time, is warmly welcomed by advertisers as well as by listeners. Proof — Over eighty local concerns in addition to many national accounts have signed up for substantial amounts of WAKR'S time. Public interest is keen, surpassing all estimates in its enthusiasm. Tell YOUR story to this great potential market through WAKR!

Represented By **INTERNATIONAL RADIO SALES**

New York	Chicago	San Francisco
20 E. 57th St.	326 W. Madison Ave.	Hearst Building

There's Economy in

FIRST COST—
INSTALLATION—
OPERATION

with

Lingo
RADIATORS

Lingo has kept pace with the broadcasting industry, by providing specially designed radiators for every requirement of present day operation. Every feature has been carefully tested and engineered to give you the utmost in operating economy and efficiency. The records enjoyed by scores of stations are priceless proof that Lingo Radiators are exceeding efficiency expectations . . . they are constructed of full-weight Copper-bearing seamless steel tubing to provide an attractive set-up and present an unequalled record of stability!

Before You
SELECT or ERECT...

It will pay you to investigate the exclusive advantages of LINGO RADIATORS for both AM and FM antenna systems. Our engineering staff is ready to provide useful technical data without obligation. Write today and describe planned frequency, power and location of station. (For FM—give height of building or supporting tower.)

FM TURNSTILE ANTENNA
Backed by actual operation at W2XMN. Be assured of the most modern FM Antenna by specifying a LINGO TURNSTILE ANTENNA in your FM application.

AM VERTICAL RADIATOR
Offers "Assured" performance results —within 3% of 100% efficiency. Carries 5-year insurance policy.

JOHN E. LINGO & SON
INC.
Constructing and Erecting Vertical Structures Since 1897
Dept. B-11 CAMDEN, N. J.

LINGO VERTICAL TUBULAR STEEL RADIATORS

Treaty Shifts Proposed

(*Continued from page 19*)

sulting to both stations. The station said that it was assumed CKWX will shift to 980 kc. when KJR moves to 1,000 kc. under the treaty provisions and that this adjacent channel interference will therefore exist in conflict with the treaty provisions. The suggestion was made that in view of this interference CKWX should be assigned to another frequency.

WHOM, Jersey City, slated for a shift from 1450 kc. to 1560 kc. under the treaty, as a Class II station, asked that it be given Class I-B assignment. It stated it proposes to file an application for 10,000 watts so it may qualify as a I-B outlet.

Others Protest Assignments

WIBG, Glenside, Pa., now licensed to operate daytime only with 100 watts on 970 kc. but slated for assignment to 990 kc. with daytime hours only, protested its proposed assignment. The station said it was prepared to increase its operating power to 10,000 watts and to operate fulltime if the FCC would authorize this increase in facility.

WMBG, Richmond, submitted objections to its classification as a Class III-B station earmarked for operation on 1380 kc. under the allocation. Its plea was for reclassification as a Class III-A station which would permit it to operate with 5,000 watts fulltime.

KQV, Pittsburgh, filed a similar protest against Class III-B operation on 1410 kc. as proposed under the allocation and asked that its assignment be changed to Class III-A, to permit it to render a primary service to the entire Pittsburgh metropolitan area.

WABI, Bangor, Me., objected to its proposed assignment as a Class IV local on 1230 kc. It brought out that it has on file an application for assignment on 560 kc. with 1,000 watts, which since has been given WGAN, Portland, Maine. This was done after private negotiation with the FCC at which an understanding was reached that WABI would be assigned to 970 kc. as a regional outlet with 5,000 watts power.

Reclassifications Asked

WMEX, Boston, objected to its proposed assignment on 1510 kc. with 5,000 watts as a Class II station. It asked that it be reclassified as a Class I-B station, to operate with minimum power of 10,000 watts, contending this would greatly improve service in Boston and vicinity as compared with the present service rendered with 5,000 watts.

WDEL, Wilmington, protested its proposed classification as a Class III-B station on 1150 kc., with 1,000 watts day and 250 watts night. Pointing out that it has pending an application for 5,000 watts unlimited time, the station asked that it be reclassified as a Class III-A station.

WMBI, Chicago, filed exceptions to the proposed assignment of KFAB, Lincoln, Neb., to 1110 kc., under the treaty. It held that this assignment should not go to the Lincoln station, now operating on 770 kc. with 10,000 watts but should be allotted to the Moody Bible Institute outlet—WMBI.

WQXR, New York, slated for assignment to 1600 kc. with its present power of 5,000 watts, asked that it be reclassified as a Class I-B station with 10,000 watts, pursuant to an application it now has pending. It also suggested that the assignments of WWRL, Woodside, N. Y., WCNW, Brooklyn, and WHOM, Jersey City, be amended to conform with treaty requirements.

KGCX, Wolf Point, Mont., asked the FCC to assign it a "lower" frequency than its present 1450 kc. assignment.

NAB filed with the Commission the minutes of a meeting of its executive engineering committee held in conjunction with consulting engineers on Sept. 26, dealing with the engineering problems involved in the projected reallocation. No specific suggestions were advanced regarding individual station assignments. The minutes covered general phases of the projected allocations, applicable to all stations.

TEXACO SPONSORS MET OPERA SERIES

WHEN NBC on Dec. 7 starts the tenth season of broadcasts by the Metropolitan Opera Co., the Saturday afternoon operas will be sponsored by the Texas Co., New York, which purchased the 16-week series from NBC on a package basis for $250,000. The programs again will be heard on the Blue Network, although the exact number of stations is still undetermined and will be presented in the same manner as in the past, with Milton Cross serving as musical commentator.

According to Buchanan & Co., New York, agency handling the account, commercials will be mostly of an institutional nature, but merchandising plans have not been worked out. Further details will be announced later.

NBC first started broadcasting the Saturday operas on Christmas Day, 1931, and since that time the series has had three other sponsors: American Tobacco Co. for Lucky Strikes in 1933-34, Lambert Pharmacal Co. for Listerine in 1934-35, and RCA in 1936-37.

SEVENTH season for the *Music and American Youth* program will start Nov. 3 on NBC-Red and again will feature music by young American students under the auspices of the Music Educators' National Conference.

WRVA COVERS
RICHMOND
AND NORFOLK
IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

AGENCY Appointments

HENRY DISSTON & Sons Inc., Philadelphia (tools), to Geare Marston, Philadelphia. Plans for the 1941 campaign will be announced soon.

PHILADELPHIA LIFE INSURANCE Co., Philadelphia, to Harry A. Berk, New York. Radio may be used.

DR. PEPPER Co., Dallas, to Benton & Bowles, New York, for Midwest and Southern advertising of its soft drink. The company spends about $30,000 annually on spot radio, but no immediate plans have been announced by the new agency.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), to Sherman & Marquette, Chicago.

NU-TONE CHIMES Inc., Cincinnati, to Erwin, Wasey & Co., Chicago. No radio plans contemplated at present.

BLACKSTONE PRODUCTS Co., New York (Tasty-Lax), to Raymond Spector Co., N. Y.

FORD MOTOR Co., Dearborn, Mich., McCann-Erickson, N. Y. (Ford cars); Maxon Inc., Detroit (Lincoln-Zephyr, Mercury cars).

PACIFIC GAS & ELECTRIC Co., San Francisco, to Albert Frank-Guenther Law, San Francisco.

PHILLIPS PACKING Co., Cambridge, Md., to Aitkin-Kynett Co., Philadelphia.

SUPREME BAKERY Co., Los Angeles to Sidney Garfinkel Adv. Agency, San Francisco and Olian Adv. Co., St. Louis.

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time popcorn), to Buchanan-Thomas Adv. Co., Omaha. Present plans include radio only.

GREAT NORTH LIFE INSURANCE Co., Chicago (insurance), to Advertising Arts Agency, Los Angeles. Currently testing on KRKD, Los Angeles, with a six-weekly quarter-hour transcribed musical program.

POWER SEAL Corp., Los Angeles (motor lubricator), to W. E. Featherstone Adv. Agency, Salt Lake City.

HILL DISTRIBUTING Co., Columbus, O. (San Carlos Wine), to Strauchen & McKim Adv., Cincinnati. Radio and newspapers will be used.

LOMA LINDA FOOD Co., Arlington, Cal. (Ruskets, Kris-Bits, dry cereals), to Gerth-Knollin Adv. Agency, San Francisco. Radio will be used.

HOWARD INCHES PRODUCTS, Chalfont, Pa. (vitamin and health foods), to W. I. Tracy, New York. On Jan. 6, 1941, company starts for one year a quarter-hour five times weekly educational series on WMCA, New York.

BLACKSTONE PRODUCTS Co., New York (Tasty-lax, aspirin, Aspirtone), to Raymond Spector Co., New York.

CLARK MEDICINE Co., New York (Hermet laxative tablets), to Metropolitan Adv. Co., New York. Radio may be used later.

CALIFORNIA BEET SUGAR Producers & Growers, San Francisco to Botsford, Constantine & Gardner, San Francisco. Radio will be used.

GUM Inc., Philadelphia, to George Moll Adv., Philadelphia.

CREAMETTE Co., Minneapolis (Creamettes), to MacKenzie Inc., Minneapolis.

PICKARD Inc., Chicago (china), to Goodkind, Joice & Morgan, Chicago. No radio plans at present.

M. C. SCHRANK Co., Philadelphia (pajamas), to J. M. Korn & Co., Inc., Philadelphia.

EMPREZA DE CONSERVAS MULATHINA, Ltda., Rio de Janeiro, Brazil, to McCann-Erickson, Rio de Janeiro, for packed foods. Radio will be used in the Rio market.

RIT PRODUCTS Co., Chicago (dyes), to Salem N. Baskin Adv. Agency, Chicago.

METROPOLITAN PERSONAL Loan Corp., New York, to J. M. Korn & Co., Philadelphia. Plans to use radio.

WIEBOLDT'S SIX DEPARTMENT STORES, Chicago (diamond & watch departments), to Frank R. Steel Associates, Chicago. First radio starts Nov. 11 on WCFL, Chicago, with six-weekly quarter-hour shows 9:45-10 p.m. on *Make Believe Ballroom*. E. Sherman Perlman is in charge of the account.

AFRA Contract

(*Continued from page 28*)

also settles the troublesome Chicago situation over announcers' fees by setting a base minimum of $55 a week for announcers, increases of 10% and extra pay for local commercials under a special Chicago formula. A letter supplemental to the Code of Fair Practices sets forth the minimum fees and conditions for all talent at network key stations in Chicago on local commercial programs, reflecting the award in arbitration made by the American Arbitration Assn. last spring.

Agreement covering NBC staff announcers in New York has been renewed, with a 10% salary increase for all staff members, who will also receive additional fees for both national and local commercials as set by the commercial code.

Participating in the negotiations, which were held at the New York State Mediation Board offices in New York with Mr. Davis as chairman, were Mark Woods, NBC vice-president; Lawrence Lowman, CBS vice-president; Julius Seebach, WOR vice-president; Mrs. Emily Holt, AFRA executive Secretary; George Heller, AFRA assistant executive secretary; Henry Jaffe, AFRA counsel, and Leonard Bush, Compton Adv., chairman of the radio committee of the American Assn. of Advertising Agencies.

Two local stations have signed AFRA contracts recently, it has been announced. KXOK, St. Louis, has signed a two-year contract covering staff talent and WINS, New York, has renewed its previous contract for another 18 months. Both contracts are standard AFRA agreements, it was stated.

'Lutheran Hour' Going Big

TEN MORE stations have been added to the MBS *Lutheran Hour* for the 1940-41 series of half-hour Sunday programs being broadcast for 26 weeks starting Oct. 27. Stations added include WMPS, Memphis; WTJS, Jackson, Miss.; WHBC, Canton; KFPW, Fort Smith; WICC, Bridgeport, WSYB, Rutland, Vt.; WNLC, New London; WORC, Worcester; WGFB, Evansville; WCOU, Lewiston, Me. According to Kelly, Stuhlman & Zahrndt, St. Louis agency handling the account. this brings the total stations carrying the live broadcast to 127. In addition to the live broadcast, approximately 100 stations carry the broadcasts via transcriptions. These include outlets in seven foreign countries.

Youngstown was prosperous a year ago. Business now is 24 per cent better. Cover this thriving market best with . . .

WFMJ

SPONSOR, artist and advertising agent join to cut third anniversary cake of *Skullcrackers*, first locally produced quiz show on an independent station in the San Francisco bay area, in ceremonies that packed the KROW studios. Left to right are Philip Cowan, manager of Kay Jewelers, sponsor; Scott Weakley, KROW production manager and "Chief Skullcracker" on the program; Sidney Garfinkel, president of Sidney Garfinkel Adv. Agency.

Campbell Spots

CAMPBELL CEREAL Co., Minneapolis (Malto-Meal), in October started a varying schedule of announcements in 14 midwest and midsouth States and three on the West Coast. Maximum contracts are for 26 weeks. H. W. Kastor & Sons, Chicago, handles the account.

AIR LINE STARTS CARTER COMMENTS

FIRST major airline to sponsor a regular network program is United Airlines, Chicago, which on Oct. 23 started a thrice-weekly news program by Commentator Boake Carter on 10 MBS stations. Stations carrying the series, Monday, Wednesday and Saturday, 8:30-8:45 p. m. are WOR WFIL WHK WGN KHJ KFRC KALE KOL KMO KFEL.

As a former RAF pilot, Carter's interest in aviation enters into his analyses of current events, and once a week he introduces some person connected with aviation—a pilot, air hostess or airline official.

According to N. W. Ayer & Son, New York, the agency, Carter's news analyses are okayed by both the network and the agency prior to broadcast. Philco Radio sponsored his talks up until 1938. General Foods Corp. was his next sponsor, but it too did not renew the contract upon expiration. Carter has been off the air for the last two years, filling his time with lecture tours and a syndicated newspaper column, which he will continue besides his present United Airline broadcasts. He has moved his offices from Philadelphia to MBS headquarters, New York, for the duration of the series.

ARTHUR MURRAY School of Dancing, New York, plans to use spot announcements on New York stations as part of an enlarged national advertising campaign promoting its studios. Agency is Ruthrauff & Ryan, New York.

JOHNNIE O'HARA

6,812 quarter hours of sportcasts for four consecutive years with KWK — — and not one* of them sustaining.

* —except network World's Series and All-Star Games.

A Feature Personality of

ST. LOUIS KWK

Agencies

PAUL HOLLISTER, executive vice-president and publicity director of R. H. Mack & Co., New York department store, for the last eight years, has been elected vice-president of J. Stirling Gitchall, New York. Mr. Hollister, previously a vice-president of BBDO, New York, is the author of several books articles and lectures on merchandising and sales promotion subjects. Among the Getehell accounts using radio are Socony Vacuum Oil Co., Plymouth and DeSoto divisions of Chrysler Corp.

HERBERT R. DOAK, secretary-treasurer of the Ward Wheelock Co., Philadelphia advertising agency with offices in New York and Hollywood, announced his retirement from the advertising field on Oct. 25. He has been with the agency for 39 years, joining as an accountant in 1901 when it was known as Powers & Armstrong, then becoming F. Wallis Armstrong Co. in 1910.

SAUL FLAMM, for the last three years business manager of the Annenberg Publications and previously in the advertising and editorial departments of Hearst's *Cosmopolitan* magazine, has been appointed vice-president of Raymond Spector Co., New York.

J. MITCHELL THORSEN, vice-president and director of L. E. McGivena & Co., New York, on Nov. 1 resigns his position to open his own advertising agency in New York. No address nor plans have yet been announced.

RICHARD MARVIN, New York radio director of Wm. Esty & Co., accompanied by Mrs. Marvin, is in Hollywood on a two-week business and pleasure trip. While on the West Coast he is conferring with W. R. Moore, Hollywood production manager of the agency, on future plans of the weekly *Al Pearce & His Gang* and *Blondie* series, both sponsored on CBS by R. J. Reynolds Tobacco Co. (Camels).

GILBERT MILLER, former advertising manager of Continental Distilling Corp., has joined the staff of J. M. Korn & Co., Philadelphia advertising agency.

FREDERICK DUERR, who recently resigned as San Francisco manager of Ruthrauff & Ryan, has formed his own agency in Seattle.

C. WENDEL MUENCH, president of C. Wendel Muench & Co., Chicago, is convalescing from pleurisy.

Heads B-S-H Dancer

THE board of directors of Blackett-Sample-Hummert, has announced appointment of H. M. (Mix) Dancer, vice-president for the last three years, as president and director effective Nov. 1. Hill Blackett, J. G. Sample and E. F. Hummert, vice-presidents and directors, will continue as they have in the past to devote full time to the business. From the agency's inception in May 1923 until 1938 Mr. Blackett and Mr. Sample have alternated each year as president. In 1938 Mr. Blackett became permanent president and remained so until relinquishing the post Nov. 1.

Mr. Dancer

McKEE & ALBRIGHT has re-established Hollywood production offices at 6253 Hollywood Blvd., with Ed Gardner in charge. Firm produces the NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp., (Sealtest), which recently shifted origination to Hollywood.

WILLARD S. KARN, formerly national director of sales and merchandising for Schenley Blend Division of Schenley Distillers Corp., New York, resigned Nov. 1 to become vice-president of Brown & Thomas, New York.

HOMER CANFIELD, formerly Hollywood publisher and editor of *Radio Logic*, fan publication, and prior to that head of a West Coast radio news syndicate, has joined Tom Fizdale Inc., publicity staff in that city.

RALPH WATTS, formerly in charge of premium operations for Procter & Gamble Co., Cincinnati, has joined H. W. Kastor & Sons, Chicago, in the same capacity.

SANDY CUMMINGS, West Coast radio contact, has resigned from Benton & Bowles, Hollywood, to organize a new theatrical venture. Jules Bundgus, in charge of agency radio promotion and publicity in that city, has taken over Cumming's duties.

NATIONAL Bureau of Press Relations, specializing in publicity for advertising agencies not having press departments, has been formed at 50 E. 42nd St., New York City. Raymond H. Stotter is executive director, and the telephone, Murray Hill 2-9086.

Cecil's Chance

THE GOLDEN opportunity every agency man dreams of was recently given Cecil Underwood, Hollywood manager of Needham, Louis & Brorby, and producer of the NBC *Fibber McGee & Molly* program, sponsored by S. C. Johnson & Son (wax products) when he drove his car into an auto laundry for a wash and polish job. After years of hoping, he finally was button-holed by a public-survey-opinion questioner. The interviewer asked Underwood what kind of polish he used on his car, and if he used Johnson's polish because of newspaper, magazine or radio advertising. He further inquired if Underwood ever listened to the *Fibber McGee & Molly* show, and if so, had it influenced his purhase of Johnson's wax.

EDITH HOPHAN, assistant to Paul Monroe, radio director of Buchanan & Co., New York, has resigned, announcing no future plans. Emily Fands of the agency is temporarily handling the position.

CARROLL O'MEARA, assistant manager of the Young & Rubicam Hollywood office, is the father of a girl, born Oct. 21. Mrs. O'Meara is the former actress, Jean Van der Pyl.

CLYDE W. BAILEY, recently with Paul Kranzberg & Associates, St. Louis, has joined Kelly, Stuhlman & Zahrndt, St. Louis agency.

JEFFREY V. BROCK, formerly radio executive and manager of the Vancouver office of Cockfield, Brown & Co., has been appointed a Commander in the Royal Navy following training in England.

LEE HAMMETT, advertising manager of Nutrena Mills, Kansas City, has joined Simmonds & Simmonds, Chicago, as assistant to the president.

MARGARET HILBIBER, formerly assistant Pacific Coast sales promotion manager of Pacific Railways Adv. Co., San Francisco, has joined Theodore H. Segall Adv. Agency.

H. W. KASTOR & Sons moved its St. Louis office to 4858 Fountain Ave. Telephone number is Rosedale 1612. Miss G. Gerhardt is in charge.

California-Nevada Group Is Formed by NBC-Blue

NEW GROUP of NBC-Blue stations to be known as the California-Nevada Group will be formed Nov. 15, consisting of the three Pacific Coast Blue stations KFBK, Sacramento, KWG, Stockton, and KERN, Bakersfield, together with KOH, Reno, heretofore available to either Red or Blue.

The rate for the four station combination will be $220 per evening hour as a package group to appear on the next Blue rate card similar to the present grouping of the California Valley Group. Red Network advertisers may buy the group in conjunction with the Pacific Coast Red Network, but only on a 28-day recapture basis.

Y. & R. Research Expansion

JOSEPH H. HOLMES, Jr., for the last three years in the radio department of Young & Rubicam, New York, has been appointed director of radio research as part of an expansion program for the agency's research department, under direction of Dr. George Gallup, Young & Rubicam vice-president and director of research. Announcement also was made Oct. 21 by Raymond Rubicam, chairman of the board, of the appointment of George T. Sewall, formerly head of copy research, as manager of the research department; Frederick P. Reynolds, of the merchandising staff, as director of product and marketing research; Garrit Lydecker, who has been associated with Dr. Gallup in copy research, as director of copy research.

Frank Lenning Chance

FRANK LENNING CHANCE, 47, account executive of Arthur Kudner Inc., New York, on Oct. 22 died of heart disease after a short illness. Formerly with Henri, Hurst & MacDonald, Chicago, and Erwin, Wasey & Co., New York, before joining Kudner Mr. Chance had been handling the Fisher Body division of General Motors Corp., and the Collins & Aikman Corp. He is survived by a sister and brother.

JOHN A. ARNDT, president of John Falkner Arndt & Co., Inc., Philadelphia advertising agency, announced that all conscripted male employes will receive 75% of their current salary if drafted into the U. S. Army service.

LYLE T. JOHNSTON Adv. Agency, Chicago, has opened a branch office in Washington, at 1727 K St. Telephone number is Republic 1298.

CLEAR CHANNEL

YOUR SALES MESSAGE
1190

Pile up record sales in Texas by routing your advertising over a clear channel. Yes, WOAI, on a frequency of 1190 kilocycles, reports —"ALL CLEAR!"

POWER
PRESTIGE
LISTENER
PREFERENCE
EST. 1922

REPRESENTED BY
EDW. PETRY & CO., INC.

WOAI San Antonio
50,000 WATTS
NBC AFFILIATE—MEMBER TQN

10 FOLD
INCREASE OF POWER
WIBG
PHILADELPHIA, PA.
NOW
1000 WATTS
970 K.C.
for further information
PAUL F. HARRON, Pres.
Perry Bldg. — Phila., Pa.

PLAUNT QUITS CBC CRITICIZES BOARD

ALAN B. PLAUNT, member of the Canadian Broadcasting Corp. board of governors since 1936 and one of the original advocates of nationalized radio a decade ago, announced Oct. 23 that he had handed in his resignation to the CBC Aug. 30 because he could not "continue to accept responsibility for conditions of organization and management."

In his letter of resignation he stated he was taking the step because "I feel that as a public trustee, I should not continue to accept responsibility for the internal organization and executive direction of the corporation when I have long ceased to have confidence in it."

He explained to the press that he "would have taken this step early in the year had not my colleagues given me some reason to hope that the serious defects revealed by the reports prepared at their unanimous request by J. C. Thompson (chartered accountant) and myself would be remedied. I have, however, finally been obliged to conclude that such is not the case. It is my considered view that the present conditions seriously hamper the corporation in fulfilling its function in the war emergency and prejudice its survival as an effective instrument of national unity afterward."

Mr. Plaunt's term ends Nov. 2, which may explain why no action has been taken on his resignation. A Parliamentary Committee may investigate the CBC because of the resignation, it is felt in some quarters, though it is more likely this would be deferred till after the war.

It is recalled that Mr. Plaunt's conviction a decade ago was that nationalized radio should be free from all advertising and that a single government corporation should look after all broadcasting in Canada.

Rene Morin, Montreal, chairman of the CBC, stated that there was "no justification for the resignation. Mr. Plaunt made a number of recommendations to the board. Several of these recommendations had already been acted upon, and on motion of Mr. Plaunt himself the remainder were left over for the next meeting of the CBC board".

* * *

N. L. Nathanson, Toronto, has been reappointed to the board of governors of the Canadian Broadcasting Corp. for a further term of three years from Nov. 2, according to an Ottawa announcement. He remains as vice-chairman of the board. Maj. Gen. Victor Odlum, Vancouver, whose place Mr. Nathanson has taken, has also been reappointed for a three year term, although at present he is overseas as commander of the Second Division, Canadian Active Service Force.

Join Staff of New WGAC

BERNARD M. DABNEY Jr., formerly with WRTD, Richmond, has been named commercial manager, and John W. Watkins, formerly of WCSC, Charleston, S. C., has been appointed program director of the new WGAC, Augusta, Ga., which is now scheduled to go on the air Dec. 1. Reporting for their new posts in latter October, each discovered he will be wed—Dabney to Miss Virginia Beal in Richmond and Watkins to Miss Margaret Hall in Louisville—on the same day, Nov. 28. J. B. Fuqua, general manager, reports that RCA transmitter equipment, WE microphones and a Wincharger tower are now in process of installation.

Canada Net Plans

AS PART of a new advertising campaign to attract tourists to Canada this winter, plans are now being made to produce in Canada a program to be placed on United States networks later this year to advertise Canada's winter and summer tourist attractions. At a mid-October conference in Ottawa, the Dominion and provincial governments, as well as representatives of Canada's two railways, discussed year-round advertising to bring U. S. tourists to Canada. Tourist service is one of Canada's main industries.

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157 on MBS

ADDITION of WMSL, Decatur, Ala., WELI, New Haven, and KYAN, Cheyenne, to the MBS Network brings the total of MBS affiliates to 157. WMSL, which joined Oct. 15, operates on 1370 kc. with 250 watts, unlimited. WELI, joining about Oct. 18, operates on 930 kc. with 500 watts day, 250 watts night. KYAN, joining Oct. 21, operates on 1370 kc. with 250 watts, unlimited.

Medico Announcer

A FEW YEARS ago, while a medical student, Dale Alford worked as announcer for KARK, Little Rock, specializing in sports. Still keen about football, Dr. Alford continues to announce his alma mater's game with Joe Hogan, KARK staffman, as his assistant. He has a sponsor, too—Lion Oil Co., which is even sending him to remote the Arkansas-Fordham game from New York. He's house physician for the Missouri Pacific Hospital in Little Rock, and has enough help to be spared for his grid chores.

THOMAS J. WATSON, president of International Business Machines Co., on Oct. 18 was granted his petition to amend an application for a new regional station in Endicott, N. Y., to change the frequency from 1240 to 1420 kc., with 1,000 watts, unlimited time.

Representatives

WKRC, Cincinnati, has named The Katz Agency Inc. as its exclusive national representative effective Nov. 1. The station is owned and operated by the *Cincinnati Times-Star* and is the Southern key of the MBS.

FRANK CONRAD, formerly radio time-buyer of McCann-Erickson, New York, on Oct. 18 joined Edward Petry & Co., New York, national station representatives.

XEW and XEQ, Mexico City, have named Joseph Hershey McGillvra, New York, as United States representative.

CKY, Winnipeg, and CKX, Brandon, Man., have appointed Joseph Hershey McGillvra as their exclusive United States representatives.

MILTON CROSS, NBC announcer, was m.c. Oct. 16 on the special dedication program marking the opening of WAKR, Akron, which became an NBC basic Blue station.

on or about January 1, 1941

50,000 watts

offering greatest single station coverage of North Carolina

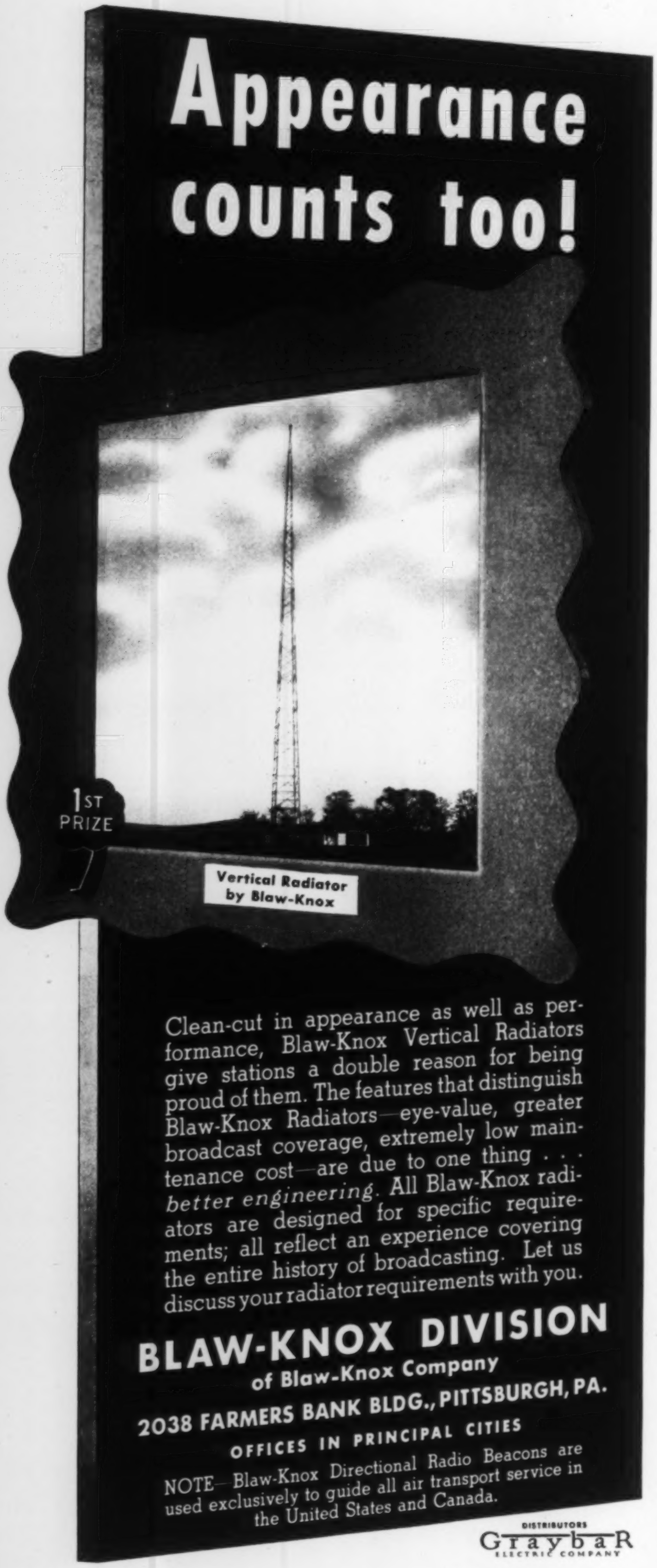
WPTF

630 Kc.

NBC Affiliate

Raleigh, N. C.

FREE & PETERS, Inc., EXCLUSIVE NATIONAL REPRESENTATIVES



Appearance counts too!

Clean-cut in appearance as well as performance, Blaw-Knox Vertical Radiators give stations a double reason for being proud of them. The features that distinguish Blaw-Knox Radiators—eye-value, greater broadcast coverage, extremely low maintenance cost—are due to one thing . . . *better engineering*. All Blaw-Knox radiators are designed for specific requirements; all reflect an experience covering the entire history of broadcasting. Let us discuss your radiator requirements with you.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 FARMERS BANK BLDG., PITTSBURGH, PA.
OFFICES IN PRINCIPAL CITIES

NOTE—Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada.

DISTRIBUTORS
GraybaR
ELECTRIC COMPANY

Equipment

GRAYBAR ELECTRIC Co., New York, is establishing branch offices and warehouses in Portland, Me., and Chattanooga, bringing the number of Graybar distribution centers to 85 throughout the country. T. A. Huston will be in charge of the Portland branch, with W. J. Dowd as assistant. C. C. McGraw will head the Chattanooga office, with J. P. Majors as service supervisor.

RCA MFG. Co., Camden, N. J., has announced the following sales of transmitting equipment: WWNY, Watertown, N. Y., 1-K broadcast transmitter; KALB, Alexandria, La., FM-250-A transmitter.

KAAR ENGINEERING Co., Palo Alto, Cal., manufacturer of police and communications radio equipment, has named Norman B. Neely, technical sales representative, as exclusive representative for Southern California and Arizona.

CINEMA ENGINEERING Co., Burbank, Cal., radio equipment manufacturers, has enlarged its factory at 1508 S. Verdugo Ave.

FM Proving Effective In Duluth, Says Bridges

PUBLIC acceptance of FM broadcasting in the Duluth area is exceeding early expectations, according to Walter C. Bridges, manager of WEBC, Duluth, operator of the FM outlet, W9XYH. "Listeners equipped with FM receivers are very enthusiastic over the high-fidelity performance of FM," Mr. Bridges declared. "It is our opinion that the listening public needs only a demonstration of FM to completely sell them on the noise-free, high-fidelity advantages of this new system."

W9XYH, the first FM station west of Chicago, has been operating more than seven months, using a 250-watt General Electric FM transmitter. Perfect day and night reception is reported some 40 miles south of the station, while two nearby amplitude modulation stations cannot even be heard there, according to Mr. Bridges. The station also has been heard in the Mesabi Iron Range area, about 60 miles north of Duluth.

Frederick Carleton Bisbee

FREDERICK CARLETON BISBEE, 43, contract license engineer of Electrical Research Products, New York, on Oct. 23 died at Mills Sanitarium following an operation. Mr. Bisbee was a radio officer on convoy duty during the World War, and from 1923 to 1928 worked on problems of wired broadcasting and public address devices with the American Telephone & Telegraph Co., New York.

5000
WATTS FULL TIME
CBS
Tulsa's
KTUL
FREE & PETERS, INC., Exclusive National Representatives

RMA to Review Defense Activities

To Study Advertising Copy; Convention Set for June

RADIO Manufacturers Association will hold its 1941 annual convention at the Stevens Hotel, Chicago, June 10-11, with industry action in the National Defense Program a major topic.

Arrangements for RMA participation in the National Defense Program were considered in a preliminary way by the RMA board Oct. 7-8. The National Defense Commission, through Stacy May, director of research and statistics, requested assistance of RMA in planning procedure regarding radio requirements of the National Defense Program. Needs of the Army and Navy, British procurement, civilian demands, and the like, will be canvassed by an RMA committee and Government representatives with a view to providing adequate industry capacity for greatly increased demands and prevent bottlenecks in production and deliveries.

Advertising Standards

The RMA board also discussed procedure to develop advertising standards in the industry and a special committee on advertising was authorized to pursue the subject. Comprising RMA advertising and sales promotion managers, this committee will hold periodic meetings to survey set and tube advertising. The RMA Engineering Department gives the committee technical advice on engineering content of advertising copy. The new committee will recommend ethical and correct advertising practices.

The board approved arrangements for RMA participation, as well as jobbers and dealers, in the NAB promotion of the 20th birthday anniversary of broadcasting. This observance, to occur between Nov. 11 and 30, will be featured by special network and independent station programs and other promotions [BROADCASTING, Oct. 1-15].

Inroad on Video Market Is Foreseen in Soundies

THREAT to the restaurant-tavern market for television receivers are "Soundies," strips of sound on film which play on a Panoram Movie Machine, distributed by Mills Novelty Co., Chicago. Developed after three years of research as a self-contained sound film projector and viewing surface lasting three minutes upon insertion of a dime, the machine uses 16 mm. film projected against a mirror and in turn obliquely reflected to the audience through a glass 2 x 1½ feet, visible in dark or light.

"Soundie" machines, costing about $1,000, will be offered hotels and restaurants in December, with films rentable for $10-$15 weekly for 24-minute reels. Globe Productions, Hollywood, handled by James Roosevelt, makes all the films. Cooperating in manufacturing the machines are RCA Mfg. Co., Camden for the projectors and sound effects records, and Westinghouse Electric & Mfg. Co., New York, for special lamps burning for a month's period.

TWENTY papers on radio, FM and television will be the highlights of the Rochester fall meeting of the IRE and RMA engineering department, Nov. 11-13, at Rochester, N. Y.

FCC Decision Fans Maine Controversy

WABI and Rines Applications for Reconsideration Denied

A NEW LEGAL controversy growing out of a fulltime grant to WGAN, Portland, Maine, after the FCC had suggested that such an application be filed, appears to be brewing as a result of an FCC decision Oct. 22, denying the petition of other Maine stations for rehearing.

The FCC announced that it had denied the petition of WABI, Bangor, and of William H. Rines, Portland, for reconsideration and hearing in connection with its grant to WGAN last July, shifting the station from limited time on 640 kc. to fulltime on 560 kc. with an increase in power from 500 watts to 5,000 watts. The Commission ordered that the application of WABI, to change its frequency from 1200 to 560 kc. and increase its power from 250 to 1,000 watts, along with the Rines application for a new station in Portland on 560 kc., be designated for hearing and rehearing respectively.

Last summer the FCC granted the WGAN application, after having suggested to the station that it apply for the facilities. The grant was part of a then-existing arrangement under which the FCC planned to give WABI a regional facility on 970 kc. assuming that the station withdrew its pending application for 560 kc. This move was interpreted as a new procedure whereby improved facilities could be authorized by negotiation, rather than direct application.

Newfoundland Objects

In announcing the denial of the WABI and Rines petitions Oct. 23, the FCC issued a special press release. It explained that international as well as domestic considerations figured in the denials. The Commission said that before WGAN filed its present application, it had filed an application for fulltime on 640 kc. Shortly thereafter, it explained, Newfoundland advised the FCC that the 640 kc. facility was assigned to it under the North American Broadcasting Agreement and that it proposed to use the facility for VONF in Newfoundland. It added that if the FCC would not assign 640 kc. to any other station in the United States which would cause interference to VONF's secondary service area, Newfoundland would relinquish in favor of the United States all claims to 560 kc., also assigned to Newfoundland.

The Commission said it found that WGAN and WABI were both qualified to operate stations as proposed in their applications. Between the two, however, it said the question narrowed as to whether the public interest would be better served by assignment of the facilities to Portland or Bangor. It was found that WGAN would provide a greater service than WABI. It also held that there is greater need in Portland for the service than in Bangor.

As to the Rines application, the Commission said WGAN offered more adequate coverage and the grant did not involve objectionable interference to any station, whereas the proposed Rines station would interfere with CJKL at Dane, Ont. The Commission said that competition between stations in Portland would be keener under the WGAN grant, because the Rines family is interested in Portland's other station, WCSH, as well as in WRDO, Augusta, and WFEA, Manchester, N. H.

WE DID
PLAN IT THAT WAY

The thousands who visited the new WBOC building during the past month call it the most modern in the country for a station with WBOC's power.

We must confess . . . It was planned that way. We erected a station that would be in keeping with the rich market and purchasing power of the more than 200,000 people WBOC serves 17 hours daily.

Don't Overlook
WBOC
1500 KC • Salisbury, Md.

Remote Robbery

LOADED with newly-purchased recording equipment, the mobile unit truck of WCAU, Philadelphia, was stolen from a local garage Oct. 25, and according to Philadelphia police was used about an hour later in the holdup of a gas station. Favorite gag of studio wits now is: "Where were you on the night of Oct. 24?"

Princeton's 'Network'

COLLEGE "network", similar to operated by Brown U and Williams College, has been set up by the Princeton Broadcasting Service, Princeton, N. J., as originated by four of the students. With call letters WPRU, the service will start Nov. 11 to offer the 2,000 undergraduates and faculty living on the campus a three-hour schedule of programs daily except Saturday. Regular schedule will be 5-6 p.m. and 7-9 p.m. with additional broadcasts for special features. Both national and local advertising are being solicited, with several sponsors already lined up. Officers are H. Grant Theis, president; John J. Markham, production manager; Bennett Lord, business manager, and Richard B. Church, technical manager.

WCAU's New RCA Transmitter

INSTALLATION of a new 50,000-watt transmitter, first of a type developed by RCA Mfg. Co., Camden, was announced Oct. 25 by WCAU, Philadelphia. Erection will begin as soon as the FCC approval is procured, and the transmitter is expected to be ready for operation before Jan. 1. WCAU now is authorized to use 50 kw. on 1170 kc. but moves to 1200 kc. as a I-A clear channel station under the Havana Treaty allocations when they become effective March 29. WCAU's present transmitter is now less than eight years old. John G. Leitch, WCAU technical director, said the new-type transmitter will make available highest fidelity of signal yet attained in standard broadcast bands, considerably decreasing noise level.

Savings-Loan Program

(Continued from page 49)

recall were 56.8% for radio, as against 20.1% for newspapers and approximately 13% for magazines.

If radio advertising, like all forms of advertising, is to be economical and effective, it requires first that the association have a definite knowledge of the size, extent, and composition of its local market for savings and loan services. Next, the type of program used must be one that will have particular appeal to these prospects. Then, the selected program must be on the air on the day or days when these individuals are most likely to be at home, awake, and at leisure. Finally, since all radio listeners do not tune in on the same program at the same time, the campaign should be of sufficient duration to reach all possible savings and loan prospects and to obtain the cumulative benefits of frequent repetition.

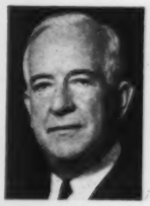
Radio advertising requires a coordinated approach to all of these important factors.

Penna. Stations Cut

STATIONS in Pennsylvania were excluded from a special broadcast Oct. 24 when MBS presented a discussion of the new Paramount film "World in Flames" by Wythe Williams and Raymond Gram Swing, because of the ban placed on the film for "moral" reasons by the Pennsylvania Board of Film Censors. Eight MBS stations in that State were cancelled, as well as 4 CBS stations in Pennsylvania when CBS on Oct. 26 presented a similar discussion of the film by Elmer Davis and Major George Fielding Eliot.

MARITIME OFFICE TO REP. DEMPSEY

NOMINATION of Rep. John J. Dempsey (D-N.M.) to be a member of the U. S. Maritime Commission, was sent to the Senate Oct. 21 by President Roosevelt. Rep. Dempsey was the author of legislation creating radio galleries in Congress, giving radio equal recognition with the press in coverage of news.



Mr. Dempsey

Rep. Dempsey's present term in Congress will expire December 31. He ran for the Democratic nomination for Senator from New Mexico against Senator Chavez, but was defeated by a narrow margin in a contested election. He is the father of William J. Dempsey, former FCC general counsel and now a practitioner in Washington.

Rep. Dempsey has been a strong radio advocate in Congress and ranks high in Administration and Congressional circles. He was formerly vice-president of the Brooklyn Rapid Transit Co., an independent oil operator, president of the United States Asphalt Corp., and New Mexico NRA Administrator in 1933. He was elected to the 74th, 75th and 76th Congresses.

Mr. Dempsey was named to succeed Rear Adm. Henry A. Wiley, whose term expired last Sept. 26. The appointment is for six years from that date. The CIO Maritime Union has requested hearings on the Dempsey appointment. The nomination goes to the Senate Commerce Committee, of which Senator Bailey (D-N.C.) is chairman.

OUT AHEAD IN POWER, TOO
5000 WATTS DAY AND NIGHT

WPRO
PROVIDENCE

Scores again Standing Up!

CHERRY & WEBB BROADCASTING COMPANY

BASIC C. B. S. - - - - 630 KC.

Representative; PAUL H. RAYMER COMPANY
NEW YORK CHICAGO DETROIT LOS ANGELES SAN FRANCISCO

Harris & Ewing Photo

DOING ITS BIT toward stimulating hemispheric solidarity is WLW's 50 kw. international shortwave adjunct, WLWO, which was dedicated Oct. 12 by representatives of the State Department and ambassadors and ministers of the Latin American republics, who participated in a remote pickup, along with FCC Chairman Fly and Pan American Union officials, from the Mayflower Hotel, Washington. Seven of the 20 diplomats who read messages to Latin America are shown in the bottom row (l to r): Dr. Jose T. Baron, Cuba; Dr. Don Julian R. Caseres, Honduras; Dr. Don Hector David Castro, El Salvador; Dr. Don Jorge E. Boyd, Panama; Senor Don Luis Fernandez, Costa Rica; Dr. Don Luis Fernando Guachalla, Bolivia; Dr. Don Rafael Fuentes, Mexico. Top row shows part of the WLWO staff in Washington to handle the event (l to r): Howard Chamberlin, assistant WLW program director; Eugene Patteson, WLWO program director; Joree Mayoral, WLWO Spanish announcer; Jeanne Briere, foreign language consultant; Henley Hill, WLWO Portuguese announcer; Wilfred Guenther, WLWO general manager.

Two Too Many

WHEN WRVA, Richmond, Va., temporarily replaced its male announcers with feminine employes from all departments during Registration Day, Oct. 16, Deane Parker, secretary to Irvin Abeloff, program service director, tackled a man-on-the-street interview session. Faced by a nervous interviewee, she dryly remarked: "Come now, my good man, it'll never do for both of us to be nervous!"

New Holyoke Station

THE Boston environs will have another local broadcasting station shortly, the FCC having authorized Hampden-Hampshire Corp., Holyoke, Mass., to erect a new outlet in that community to operate with 250 watts on 1370 kc. The company is 99% owned by Mrs. Minnie R. Dwight, co-owner of the *Holyoke Transcript-Telegram*, a daily. Her son, co-owner and editor of the newspaper, is president of the company but holds only one-third of a share in the broadcasting company. Other fractional stockholders are Arthur Ryan, the newspaper's general manager, and Charles M. DeRose, one of the owners of the *Northampton Hampshire Gazette*.

WHOM's

(New Western Electric)

1,000 WATT
TRANSMITTER
NOW ON THE AIR

New York City's
Outstanding Foreign
Language Station

JOSEPH LANG, Mgr.
New York Office & Studios
29 W. 57th St., N. Y.

FDR PRAISES RADIO IN AMERICAN UNITY

RADIO'S part in the mission of hemispheric solidarity was emphasized by President Roosevelt in his Oct. 12 address at Dayton, O., picked up from his railroad car by the networks and by WLW. The latter station at the time was dedicating the new WLWO, international shortwave station, in special ceremonies in Washington and Cincinnati, with the Presidential pick-up part of the program.

"American radio stations will play their part in the new unity that has been built so solidly between the American nations during the past eight years," the President observed. "They must be effective instruments for the honest exchange and communication of ideas. They must never be used as stations in some other lands are used, to send out on the selfsame day one false story to one country and a different false story to another."

At the WLWO dedication ceremonies in Washington, participated in by dignitaries of Latin American nations, Chairman James Lawrence Fly of the FCC, and Thomas Burke, chief of the International Communications Division of the State Department, the Presidential address was picked up by loudspeaker for the benefit of the audience at the Mayflower Hotel ballroom. Hosts at the Washington ceremonies included James D. Shouse, vice-president and general manager of the Crosley stations; Robert Dunville, general sales manager; Jerry Branch, assistant to Mr. Shouse, and Wilfred Gunther.

Get on
WJHP's new highway
to Jacksonville's
buyways!

NBC BLUE
WJHP
JACKSONVILLE
FLORIDA

H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA

Shortwave Rules Tightened by FCC

Stations Required to Record All International Programs

AGREEMENT with operators' attitudes in tightening up international shortwave program operations was reflected in newly-adopted amendments to the international broadcast rules, announced Oct. 16 by the FCC. The amended rules, requiring each licensee to make verbatim mechanical records of all programs transmitted, to be filed along with scripts and translations, are much milder than the proposal originally broached by the FCC and discussed with operators at an informal meeting Oct. 7 [BROADCASTING, Oct. 15].

Objections Heeded

The FCC rule change, as originally proposed, provided pre-broadcast controls on international programs which would tend to straitjacket the spontaneity of these programs, operators of international outlets and industry representatives observed at the Oct. 7 meeting. In addition to the recording provision, the proposal included close scrutiny and preservation of scripts to prevent any deviation from program content as approved before broadcast. Narrowing of the amendment to cover only the recording phase apparently eliminates the bulk of the cause for objection on the part of operators.

The new section [4.43 (f)] of the international broadcast rules, as adopted by the FCC, reads:

(1) Each licensee of an international broadcast station shall make verbatim mechanical records of all international programs transmitted.

(2) The mechanical records, and such manuscripts, transcripts, and translations of international broadcast programs as are made shall be kept by the licensee for a period of two years after the date of broadcast and shall be furnished the Commission or be available for inspection by representatives of the Commission upon request.

(3) If the broadcast is in a language other than English the licensee shall furnish to the Commission upon request such record and scripts together with complete translations in English.

Video Standards Sought by Jan. 1

COMPLETION of television standards by Jan. 1, 1941 is the goal of the National Television System Committee, according to Dr. W. R. G. Baker, vice-president in charge of radio of General Electric Co. and chairman of the committee.

Working under sponsorship of the Radio Manufacturers Assn. with collaboration of the FCC, the committee rapidly is approaching the end of its task, according to Dr. Baker. He declared that while it is too early to say whether the Jan. 1 deadline can be met, it is hoped that the work will be completed by that time.

The committee membership of 16 represents manufacturing companies, research organizations, and utilities actively engaged in or closely associated with radio. Of the 15 voting members (the chairman having no vote) eight represent companies associated with RMA. Detailed analytical work is handled by nine panels consisting of 138 members representing 41 companies or organizations. Of the 41 companies, 19 represent receiver manufacturers, five manufacturers producing both transmitters and receivers, nine universities or research organizations, four utilities, three broadcasting organizations, and one consultant.

At present, Dr. Baker said, three panels have about completed their work and final reports are in preparation. Certain of the panels whose work involves consideration of color television and the possible application of frequency modulation still have much work ahead of them. He pointed out that to date there have been forwarded or are in process of preparation, 107 different documents.

New RMA memberships include those of Allen B. DuMont Laboratories, Bendix Radio Corp., and Sperry Gyroscope Co. Recent resignations from RMA include Zenith Radio Corp., Chicago.

FCC Chairman Fly stated Oct. 28 he believed the projected standards "ought not to hurt color television." He said he had talked with Dr. Baker and RMA President Knowlson regarding a progress report but nothing was decided.

MUTES CONVERSE

Via Air, Using Hand Talk On 2-Way Video Circuit

THE FIRST conversation between two deaf mutes miles apart was carried recently over the two-way television circuit setup by amateurs between the Communications Bldg. at the New York World's Fair and the Daily News Bldg. in Manhattan, eight miles away [BROADCASTING, Oct. 15].

One of many experiments being conducted several times daily over the circuit, the hand talk was carried on by Miss Bertha O'Donnell and Miss Adele Costa, while interpreters stood by to unfold the talk to bystanders in both studios. The image was good, viewers asserted, and the women talked as easily as if they had been in the same room.

A record for long-distance reception by amateur equipment was claimed by Dana A. Griffin, who having received the images at W2AOE, Williston, L. I., 17 miles from the Manhattan skyscraper, claims a new "DX" record.

FM OR TELEVISION . . .

INTERNATIONAL OR STANDARD BROADCASTING—

Here Is High Efficiency at High Power

Primarily developed for the new high-frequency services, GL-889-R, GL-889, and GL-880 provide superior performance for *all* present-day broadcasting.

GL-889-R

High efficiency and economical forced-air-cooling are now available to the entire realm of broadcasting with the G-E developed GL-889-R. Its small size and short leads make it especially valuable for ultra-high-frequency operation.

At frequencies up to 25 megacycles, a pair of 889-R's is capable of 8,000 watts output plate-modulated, or 20,000 watts class C telegraph. For FM service, 10,000 watts output is very conservative operation.

Internal design is the same as the GL-889. GL-889-R's are used as output tubes in G-E 10,000-watt FM transmitters.

GL-889

Twenty-five years of G-E tube manufacturing experience contributed to the successful design of the GL-889—the tube which started a new trend in u-h-f construction. The GL-889 incorporates dual grid leads for separation of neutralizing and excitation circuits. It is fully shielded to prevent electron bombardment of the glass envelope.

Its compact construction makes possible short internal and external leads. Low driving power is required.

Water-cooled, it is rated at 10,000 watts output, class C telegraph, and 4,000 watts output in plate-modulated class C service.

GL-880

General Electric's GL-880 stands alone today in the field of high-power u-h-f transmitting tubes. Its unique construction—utilizing a re-entrant anode—resulted in a decrease in internal lead length of 10 inches compared with existing designs. Full ratings apply up to 25 megacycles. Reduced ratings to 100 mc.

A pair of GL-880's gives an easy 50,000-watt output in 42- to 50-mc FM broadcast service. Low driving power is required. The G-E 50,000-watt FM broadcast transmitter, excited by a 3,000-watt amplifier, uses push-pull GL-880's in the output stage.

Technical information sheets on all G-E tubes are available through our local G-E representative. Place your next order for tubes with him. There are G-E sales engineers in 80 principal cities. General Electric, Schenectady, N. Y.

GENERAL ELECTRIC

Purely PROGRAMS

FAMOUS DEPARTMENT STORES, Los Angeles (general merchandise), through Adolph Weinstein Agency, that city, has started a thrice-weekly 20-minute program, *Sing a Song With Mike*, on KMPC, Beverly Hills, Cal. Contract is for 52 weeks, having started Sept. 30. Show originates from the Orpheum Theatre in downtown Los Angeles. Announcers travel through the audience with hand microphones and pick out aspiring singers who do numbers accompanied by the theatre organ. Switchboard of Famous' main store and those in outlaying towns are open to receive votes phoned in for singers. Person with highest number of votes gets a week's professional engagement at the Orpheum Theatre.

* * *

Fish or Cut Bait

IN THE two weeks before election, *The Undecided Voter* appears on WINS, New York, Mondays, Wednesdays and Fridays at 7:15 p.m. to say why he is undecided. Then representatives of the two major parties plead for his vote. First program Oct. 21 featured Brock Pemberton, playright, for the Republicans, and Rex Stout, author.

* * *

SPONSORING seven quarter-hour *Man on the Street* programs weekly on WKRC, Cincinnati, Rainbo Baking Co. on Oct. 28 started awarding a loaf of bread for each of two questions asked participants. The show originates in front of Grayson's, a downtown women's shop at 12:15 p.m. Mike Hunnicutt conducts the series.

About the Weather

WEATHER remaining the favorite topic of conversation, Exide Batteries, Philadelphia auto battery dealers, are sponsoring a five-minute daily program based on the weather on WFIL, Philadelphia. In addition to the customary weather reports, weather-caster Roy LaPlante gives unusual incidents in which the weather is involved, science of the weather, flying conditions and temperature reports. Commercials for Exide are tied in with odd weather facts. To promote the air campaign, Exide Batteries has placed giant temperature signs at all the service stations, calling attention to the temperature and the WFIL program. Account was placed thru Geare-Marston, Philadelphia agency.

* * *

Election Festival

KPO-KGO, San Francisco, and the *San Francisco Chronicle* again will stage a huge election broadcast and rally Nov. 5. Most of the major artists, musicians, announcers and technicians of the two stations will move into the newsroom of the *Chronicle*, to present an election night program that will run for four or more hours. Intermittently with the election news, the artists will perform right in the newsroom. Woven into the broadcast will be comments of political writers.

Boston's Kid Quiz

FIVE Boston school kids, all under 16, are guest experts on the new *Ask the Children* show on WBZ-WBZA, Boston-Springfield. With Selden M. Loring, noted New England author, as m.c. handing out questions, the kids all receive bank books with a deposit in their name. The three best answerers each week get another shot at the next week's competition and another deposit. Two new child guests are brought to the program each week. The 26-week series is sponsored by Hudson Coal Co., Scranton, Pa. Bennett, Walther & Benedier, Boston, handle the account.

* * *

Moment of Prayer

MODERNIZING the age-old people's prayer, the Catholic Laymen's Retreat League of St. Louis is presenting the brief devotional, *Angelus*, each day at 12 noon on WEW, St. Louis. Father Hughe E. Harkins, S.J., of St. Francis Xavier College Church, has transcribed the one-minute spot. Plans are being developed to make copies available to other sections of the country through organized Angelus clubs and other groups interested in perpetuating the simple service.

* * *

Teen-Age Talent

WCAU, Philadelphia, has launched a new weekly program series, *The In-Betweeners*, to take care of teen-age talent graduated from the station's childrens' programs. The idea was fathered by Stan Lee Broza, program director, to keep youngsters whose average age is 17 before the public and encourage them during their adolescence. The program is presented in musical comedy style, the youngsters acting a story script written by Mrs. Broza.

* * *

Current Contests

NEW weekly feature on WGAR, Cleveland, is *Dollars & Sense*, offering listeners full information on contests current on CBS and WGAR. The program is produced by Julius Glass, who works in close contact with advertising agencies. Special mail give-away is a mimeographed bulletin listing the contests, issued weekly.

* * *

More College Life

ROUNDTABLE series *University Life* on Nov. 1 starts its third season on MBS, again featuring weekly discussions of campus and national problems by students and faculty members of Columbia U.

CANDIDATE for busiest announcer in the business as well as radio's most regular air commuter is Walter Compton, MBS Presidential announcer and newscaster of WOL, Washington. Accompanied here by his bride, he boards a New York-bound plane, as is his wont each weekend, to conduct Feenamint's *Double or Nothing* show on 119 MBS stations, Sunday 6-6:30 p.m. (EST), from the Barbizon-Plaza Hotel. In addition to originating and running *Double or Nothing*, which has blossomed from a local sustaining show to a coast-to-coast quiz feature, Compton handles 37 commercial and 5 sustaining newscasts each week on WOL.

Tales of the Range

DESIGNED primarily for children, the thrice-weekly *Campfire Embers* on WKY, Oklahoma City, features tales of legendary figures in the history of the Southwest. Built around Buck Jackson, a cowboy character, the show uses all kinds of sound effects, special music and atmospheric specialties. The legends are compiled by an Oklahoma U graduate whose hobby has been collecting the stories. Scripts are by Guy Runnion.

* * *

Fact Sleuth

HALE SPARKS, of the U of California staff, is featured on the *Fact Detective*, a recently-started series on KSFO, San Francisco. Listeners are invited to submit problems to the *Fact Detective*, who, in turn, propounds a problem in fact-finding, with information as to sources from which data may be verified. Public schools and libraries have endorsed the program and carry notices regarding it in their bulletins and publications.

* * *

Quiz on the Cape

ENLISTED men at Camp Edwards, on Cape Cod, participate weekly on the new *Soldiers' Quiz* of WAAB, Boston, and the Colonial Network. The Saturday evening half-hour quiz each week features a different unit of the 26th Division at the camp. The series started Oct. 19 when members of the 211th Coast Artillery, Antiaircraft, participated on the eve of the regiment's departure.

* * *

Preview of Pugs

KYA, San Francisco, has started *Meet the Fighters* Friday at 5.15 p.m. (PST), with Dave Scofield presiding. He interviews the main eventers who will appear on the boxing card the following Monday night at the Coliseum Bowl. KYA also broadcasts the Monday night fights. *Meet the Fighters* originates from the Market Street store of the sponsor, Tilton's Clothing Co.

AUDIENCE INCREASE 2,250,000

Commencing this Fall, WLAW, Lawrence, Mass., will offer 5000 watts and full time, operating on 680 kilocycles. WLAW will serve a listening audience of more than 3,000,000 people within its 0.5 m.v. contour—a gain of 2,250,000 over WLAW's former 1000 watts—part time.

Affiliate of Columbia Broadcasting System—excellent merchandising and sales promotion department—WLAW and Lawrence Eagle-Tribune are under joint ownership.

WLAW
LAWRENCE, MASS.

COLUMBIA CBS OPERATED NAB C.P. 5,000 WATTS FULL TIME

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

Cincinnati Chatter

HEADING into its fourth month, *Time to Kill*, on WCKY, Cincinnati, is drawing much fan mail. Rex Davis, chief announcer, and six other WCKY-announcers sit around and "just talk" for 15 minutes at 6:15 each Wednesday night. Davis offers five $1 prizes each week for the best letters suggesting topics of discussion. Many listeners send in personal problems to be solved by the announcers. Each week there is a guest "time killer", the list already including radio editors, WCKY executives, visiting actors and city officials and judges.

* * *

Coupons for Charity

T. H. ESTABROOKS Co., St. Johns, N. B., (Red Rose tea and coffee) used announcements on more than 30 Canadian stations for its offer to "give in cash for the charities of Canada, for war or home service, two cents for each pound of Red Rose tea and Red Rose coffee," of which labels and coupons are sent in by individuals and organizations throughout Canada until March 1, 1941. Campaign was placed by McConnell Eastman & Co., Montreal.

* * *

Game News

WITH interest in hunting and fishing at a peak, WRVA, Richmond, Va., is airing twice weekly the comment on those subjects by Winston Montague, Richmond sports columnist. Montague, an attorney, has been prominent in effecting proper legislation on those sports. His air chats are newsy and informal, with occasional personal incident touches.

* * *

Quiz Without Audience

A QUIZ without studio audience has been started on CFRB, Toronto, by the City Dairy Co., Toronto, Borden subsidiary. Five times weekly three housewives are picked from mail applicants, and they are quizzed on foods and drinks in a program aired as *The World at Your Table*, with Roy Ward Dickson as questioner. Prizes are given in the form of merchandise. Account was placed by Dickson & Ford, Toronto.

* * *

Wordy Bit

WAAF, Chicago, on Oct. 13 started a weekly dramatic program *That Little Word . . . . If*, which is built around tremendous trifles that have changed the history of the world. The series is directed by Ben Guy Phillips, British actor and producer. Two of the 24 episodes are dramatized each Sunday at 2:00 p.m. by a different cast selected from Chicago dramatic clubs.

* * *

Penny for Thoughts

INTERVIEW program, *A Penny for Your Thoughts*, started Oct. 28 on WINS, New York, under sponsorship of Strickler's Apparel Shop, New York, with Ted Webbe stationed thrice weekly at 152d Street and Third Avenue asking passers-by for their thoughts in return for a penny.

* * *

How to Sew

AS A new feature of Susan Taylor's *Tips by Taylor* show, WNAX, Yankton, has added a "Sewing Secrets" course consisting of 10 weekly lessons, with a diploma awarded at completion of the final test, a special quilt patch. A postgraduate course, "Making Things for Your Home," is planned.

Zorro Marked

WCKY, Cincinnati, started a busy week Oct. 28, hinging on the arrival of Tyrone Power for the world premiere of his latest movie, "Mark of Zorro", in the old home town. Kate Smith and her radio troupe also came for a radio version of the movie on her Friday night hour, with Miss Smith meantime originating three of her noon CBS broadcasts from the WCKY studios. Ted Collins, Kate Smith's manager, spent three days in WCKY studios auditioning local talent for the Linda Darnell role of the movie, with "advance men" all over the place—Irving Kahn and Eddie Solomon, of 20th Century-Fox; Sam Fuller and Bill Thomas, of Young & Rubicam; Sammy Smith, of the Kate Smith office. Arriving at the same time as the Smith entourage were Parks Johnson and Wally Butterworth, CBS' *Vox Pop* quizzers, who appeared on various WCKY programs Oct. 30 and 31 and spoke at luncheon clubs, and finally originated their Oct. 31 network show through WCKY.

What Women Think

WJJD, Chicago, on Nov. 7 starts a new series of programs *What Chicago Women Think About American Problems* under the auspices of the Illinois Federation of Woman's Clubs. The twice-monthly programs under the direction of Mrs. W. T. Bruckner, State president of Illinois Federation, will feature discussion of American problems in the light of international developments.

* * *

The Eyes Have It

TWO optometrists — Dr. A. R. Reinke of Oakland, Cal. and Dr. A. Sutton Nichols of Oakland and Stockton, Cal. — recently signed a contract with KROW, Oakland, for sponsorship of a dramatic narration series *Learning to See*. The stories are taken from the files of actual cases of the optometrists and deal with the struggles and ultimate visual victories of men and women.

* * *

Two Kinds of War

PARALLELS between the present war and that of 25 years ago are being presented Mondays thru Fridays on CFCF, Montreal, as a five-minute program feature called *Lest We Forget* for John Labatt Ltd., London, Ont., brewers, with Tom Archer, as narrator.

* * *

Yip-Yip, Yaphank

TO TELL families and friends back home about the life a drafted man leads in army camp, NBC-Blue on Oct. 26 started the comic but plausible series *You're In The Army Now*, half-hour programs, Saturdays 6:30 p.m.

* * *

Public and Experts

TWO LISTENERS discuss public issues with two authorities in a forum on WMCA, New York, Sundays, 9:15-9:45 p.m. Maurice Dreicer is m.c. First broadcast Oct. 20 debated "How free must the press be to preserve democracy?"

PROGRAM BUREAU FORMED BY WORLD

AARON B. STEINER, formerly president of Leading Attractions Inc., has been appointed head of the World Program Bureau, newly-created department of World Broadcasting System. Function of the new department is to create and produce complete programs for WBS clients as an added service regardless whether the shows are designed for broadcasting on the networks or by transcription. The program bureau will also have available a list of artists and writers, it was stated.

First program announced by the new bureau is *Murder Will Out*, a mystery game program written by Carolyn Wells and featuring Fulton Oursler, editor of *Liberty* magazine and a well-known writer of mysteries. Show was given a test broadcast on MBS Oct. 18.

Mr. Steiner has been in the talent agency and program production business since 1932, when he formed Leading Attractions with Herman Schaad, continuing to operate the company alone after Mr. Schaad's death in 1936. Edwin C. Hill, John Charles Thomas, Frank Hawkes and other artists were first placed on the air by Mr. Steiner, who has also produced a wide variety of programs, ranging from the early *Outdoor Girl* series to the *Don't Forget* quiz program which recently ran on NBC. All of the Leading Attractions programs have been taken over by WBS, Mr. Steiner stated.

WAAT
JERSEY CITY
The Station with
U. P. NEWS
of the hour;
on the hour;
every hour.
At the centre
of N. Y.
Metropolitan area.
N. Y. Sales office:
RKO Bldg.,
Radio City
National Representatives
BURN - SMITH COMPANY, INC.
NEW YORK CHICAGO DETROIT
ATLANTA

TO KEEP IN THE
BLACK USE
THE RED

Every time buyer watches cost. It pays to in Richmond. For a minute spot on WMBG—the Red Network Station in Richmond—costs only $15.00 night time. On the other leading station a minute spot night time costs $35.00. In other words—WMBG puts you $20.00 in the black.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG—NBC Red Outlet—Richmond, Va.

National Representative—John Blair Co.

CLARK

for

QUALITY

in

ELECTRICAL TRANSCRIPTION PROCESSING

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.

Clark

Phonograph Record Co.

Newark, N.J.
216 High St.
Humboldt 2-0880

Chicago, Ill.
221 N. La Salle St.
Central 5275

Radio's Growing Independence

(*Continued from page 40*)

a glib master of ceremonies. Using the smaller stations, most of them without network affiliations, we achieved a Crossley rating equal to the best strip show in 26 weeks. Advertisers are going to discover this. I believe you will find a trend toward music in the daytime".

Quoting another opinion on the question, from James Whipple, production director of Lord & Thomas, Chicago, Mr. Biggar stated: "Our serial dramas are definitely better than formerly, but here is what I hope will happen in the next five years: Radio drama will be improved by utilizing the works of well-known authors who have spent months, and sometimes years, in careful attention to plot, characterization and dialogue. We cannot hope to continue to give the public stories written by inexperienced and unsuccessful writers—stories which are written in a few hours. The sponsor will have to pay more for story material, but until he does so, radio drama will never improve. Well-known writers will be forced to learn the technique of radio writing, but once the incentive is given, they'll break their necks to write for radio".

Pointing to the importance of developing radio talent as such, he quoted Mr. Strotz again: "I feel that in the next five years there will be the gradual elimination of a great deal of talent which radio has stolen or borrowed from other fields of amusement. It is a perfectly natural development that as artists such as Jack Benny, Fred Allen, and Eddie Cantor grow older and become wealthy beyond their wildest dreams, they are going to retire from radio, motion pictures and the show business generally. It will, therefore, behoove radio to develop its own talent because, frankly, in analyzing the outstanding shows and the ones with the highest popularity rating, with few exceptions they feature talent developed in vaudeville, theatre and motion pictures. And I don't see on the horizon at the moment much talent of that type for the future. Hence, in my opinion, all radio stations and the networks really are going to 'dig' to find and develop talent to replace the present names we know.

Personnel Training

Paying tribute to educational institutions training radio personnel, Mr. Biggar commented, "There will always be those who 'grew up in radio', starting at smaller stations for well-rounded experience, and advancing to the large stations and the networks. But we in radio must definitely look to our colleges and universities to train many of the young men and women who will be added to our staffs of the future. Educational institutions offering practical courses of instruction in program writing, production and announcing under competent instructors, plus the necessary laboratory experience in a broadcasting station, are doing a really constructive job for the radio industry".

Primary Service First

A station's fundamental job is to serve its primary area, he observed in conclusion. "I feel that most radio stations are getting away from one fault that used to be rather serious—trying to build local programs after the networks. After all, we do not have the talent that can compete with the 'big names' on the national programs. We are only kidding ourselves when we endeavor to be too 'big time'.

"It is my prediction that the future will see local program originations built for the primary service areas of stations. James D. Shouse, our vice-president and general manager of WLW, insists that we build no programs which the networks can duplicate in our territory. We must answer these questions in our own minds when creating a new radio show: Will the program be of specific entertainment or service value to a large cross-section of the WLW audience? Is it being duplicated by any of our NBC programs? If it's a good show, and the answer to the first question is 'yes' and to the second 'no', then we go ahead with the idea".

WCBM
BALTIMORE, MARYLAND
Affiliated With The
MUTUAL
Broadcasting System

JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*

National Representatives
THE
FOREMAN COMPANY
247 Park Ave., New York
Wrigley Building, Chicago

Educator's Session

THE FOURTH annual session of the School Broadcast Conference, a permanent national meeting devoted to the use of radio in the classroom, will be held at the Congress Hotel, Chicago, Dec. 4-6, inclusive. Harold W. Kent, director of the Radio Council of the Chicago Public Schools, is chairman of the conference executive committee. The NAB, National Assn. of Educational Broadcasters, the Adult Education Council, as well as all local Chicago stations are cooperating in the three-day session.

Talent School Plan

THE plan to regulate activities of Pacific Coast Radio acting schools will be put into effect this month, it was announced following a Hollywood conference of national, regional and local AFRA executives in mid-October. A campaign to bring all small stations under jurisdiction of the organization, and also franchising of talent agents who represent AFRA members, also was discussed at the conference, presided over by Mrs. Emily Holt, national executive secretary, in Hollywood attending the Oct. 16 meeting of Los Angeles chapter members. They unanimously voted approval of the new sustaining agreement with networks.

Shortwave Shifts Ordered by FCC

WLWO Assignment Changed; New Station for CBS

GRANTING the petition of the Crosley Corp., operating WLWO, Cincinnati, the FCC Oct. 16 ordered a reshuffling of assignments in the international broadcast band under which the Cincinnati station procures the 9590 kc. channel previously allotted to CBS for its new international station at Brentwood, N. Y.

The FCC adopted the Crosley petition virtually in its entirety, thereby effecting changes in freqeuncy assignments of four international broadcast stations. It granted the WLWO petition for reconsideration of the FCC action of Aug. 21 authorizing for CBS a new international station in Brentwood, N. Y. The Aug. 21 grant was set aside and the application granted except as to the use of 9590 kc.

The new CBS station was authorized to use 15,270 kc. to be shared with WCBX, Wayne, N. J., and WCAB, Newton Square, Pa., instead of with WLWO. The CBS grant also was conditioned upon filing of an application for modification and upon approval of directional characteristics of the proposed antenna system.

WLWO was given 9590 kc. in addition to 11,710 and 15,250 kc. The frequency 11,870 kc. formerly allotted to WLWO, was deleted.

WRUL and WRUW, Boston, operated by World Wide Broadcasting Corp., also were involved in the revised allocations. WRUL was granted a modification authorizing deletion of 15,250 kc. and addition of 15,350 and 17,750 kc. WRUW was granted a modification authorizing deletion of 15,250 and addition of 15,350 and 17,750 kc.

Plans for Marion, O.

ROBERT T. MASON, younger brother of Frank E. Mason, NBC vice-president, has resigned from the sales staff of *Newsweek* magazine to devote his full time to the presidency and management of the Marion Broadcasting Co., which in July secured a construction permit for a new 250-watt station on 1500 kc. in Marion, O. The station will be known as WMRN and will go on the air on or about Dec. 10. Young Mason is 35% stockholder, with his brother and the latter's wife holding the remaining stock and providing most of the capital.

IN THE HEART OF THE MOTOR INDUSTRY!

WCAR

1000 *Streamlined* WATTS

LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST

WCAR
PONTIAC, MICHIGAN
National Representatives
RADIO ADVERTISING CORP.
New York • Chicago • Cleveland

Walt Lochman Is Winner Of Minor League Award

WALT LOCHMAN, sports announcer heard on KMBC and KCKN, Kansas City, in mid-August was named winner of the *Sporting News* award as the most popular broadcaster in the minor leagues. The award, based on listener ballots, came in recognition of his play-by-play descriptions of Kansas City Blues games on KCKN, Kansas City, Kan. As grand prize winner of the competition in which 89 announcers were entered by their fans, he will receive a special *Sporting News* trophy.

Mr. Lochman

Trophies also are being awarded to six other sportscasters chosen as most popular in their respective leagues. These include Earle Harper, WNEW, Newark, N. J., International League; Ernie Smith, KGO, San Francisco, Pacific Coast League; Lowell Blanchard, WNOX, Knoxville, Southern Association; Dave Young, KABC, San Antonio, Texas League; Sherburne Herrick, WOKO-WABY, Albany, N. Y., Eastern League; Thurston Bennett, WRDW, Augusta, Ga., Sally League. Runner-up to Lochman in the race was Thurston Bennett, of WRDW, who won first place among all announcers for minor leagues of Class B and below. *Sporting News* has indicated that the contest will be repeated next year.

NBC Personnel Changes Are Effected in Chicago

NBC Chicago staff changes announced recently include the following: Isabelle Cooney, formerly secretary to Jules Herbuveaux, program manager, has been transferred to the office of Harry Kopf, newly-appointed manager of the NBC Central Division. Dorothea O'Heron replaced Miss Cooney. Laura S. Satterwhite, formerly secretary to Wynn Wright, manager of the production department, replaced Helen Shervey, formerly of the program department, who was transferred to New York on Nov. 1. Helen O'Connor, secretary of Sidney N. Strotz, moved to New York on the same date. Helen Heinz shifted from the night manager's office to become secretary to Wright.

Laura E. Skidmore, formerly secretary to R. S. Peterson, assistant auditor, replaced Miss Heinz. Emmazelle Patterson, formerly of the stenographic department, replaced Miss Skidmore. Raymond K. Burnet, replaced Gordon F. Loff, formerly of the guest relations staff, resigned. Bill Lawrence replaced Fred Schweikher, formerly senior production director in the transcription and record section, resigned. Roger T. Price, formerly of KMTR, Los Angeles, replaced Merrill Myers, formerly of the continuity department, resigned.

Awards to Sportscasters

HYDE PARK BREWERY, St. Louis, in October awarded 20 Longines watches to sports announcers on stations carrying the account. Awards were based on length of service. Ruthrauff & Ryan, St. Louis, handles the account.

The Other Fellow's VIEWPOINT

Credit to Radio

EDITOR, BROADCASTING:

Your inquiry as to the assistance we are receiving in our Alien Registration program from various broadcasting companies and stations prompts me to send you this note.

When we planned our informational and educational campaign, we realized that radio could be of great help in acquainting both the citizens and non-citizens with the important aspects of the Alien Registration Act of 1940. Consequently, we requested the assistance of the radio chains and individual stations in helping us with this difficult and complex program.

I am very pleased to say that cooperation from the people in the radio field has been extended freely and intelligently. This goes both for the national chains and the local stations.

Our registration program is progressing extremely well. Credit for this is in no small measure due the people in the radio industry. With continued cooperation of this kind, we will undoubtedly carry through our Alien Registration program, which lasts through Dec. 26, 1940, to a very certain successful conclusion.

M. E. GILFOND
Assistant to the Director, Immigration and Naturalization Service,
U. S. Dept. of Labor,
Washington, D. C.

Sorry, Mr. President!

EDITOR, BROADCASTING:

In WWVA's full-page advertisement in the Oct. 15 issue of BROADCASTING, we had the audacity to attempt to change the coming National election date from Nov. 5 to 12.

In a frenzied search of both the Republican and Democratic ballots, we were unable to find a candidate with sufficient stupidity upon whom we could pin this brazen attempt, and so we bow in deep humility to admit a very dumb transgression in our noble art of advertising.

And where or where were *our* proofreaders!!!

GEORGE W. SMITH,
Managing Director,
WWVA, Wheeling, W. Va.

McQueen Feature Syndicated

ALEXANDER McQUEEN, featured on the S. C. Johnson & Son, Racine (Wax-O-Namel) show *A Brighter World* on WBBM, Chicago, and the Old Ben Coal Corp., Chicago (Green Marked Stoker Coal) program *Nothing But the Truth*, on WGN, Chicago, early in November will syndicate his *Nothing But the Truth* feature in approximately 40 weekly newspapers. McQueen ran this feature as a newspaper column some years ago and has also his own program, of the same title, on CBS, NBC-Red and NBC-Blue. New format for newspapers will include three drawings of oddities with explanations below. Famous Features, Chicago, handles the feature.

MRS. MARGARET M. SAMUEL, widow of the late William P. Samuel and mother of Milton N. Samuel, publicity manager of KGO and KPO, died Oct. 23 at her home of cerebral hemorrhage.

Early & Late

KGGF, Coffeyville, Kan., claims its program director, Dick Campbell, as the first selective service registrant in the Midwest. He was signed up the evening of Oct. 15 by Homer Carrington, chief registrar for Coffeyville, during a special KGGF broadcast highlighting instructions to assist registrants the next day. On the other extreme, C. A. Johnson, of the Sidney Garfinkel Adv. Agency, San Francisco, comes close to being the last man to register. Attending the regular Wednesday night plans-coordinating meeting of the agency, Johnson just a few minutes before the 9 p. m. deadline started in his chair as he realized he had completely forgotten about R-Day. Streaking to the St. Francis Hotel, he plopped down at a registration table, breathlessly mumbled his vital statistics—and then was interviewed by Cliff Engle, NBC announcer, as last-man-to-register.

A NEW 500-watt daytime station on 620 kc. in Brooklyn, N. Y. is sought by Frequency Broadcasting Corp. in an application just filed with the FCC. Thomas E. Murray, receiver of the Interborough Rapid Transit Co. and president of Metropolitan Engineering Co. is president.

The HIGHEST POWERED FULL-TIME Station in ARKANSAS is KLRA LITTLE ROCK

ONLY COLUMBIA OUTLET in the state

5000 WATTS DAY & NIGHT

THE KATZ AGENCY
National Representatives

CANADIAN WHEAT BELT HAS MORE MONEY TO SPEND

War stimulates Trade in Western Canada

● The Canadian farmer is in the money . . . the mines and smelters are busy . . . *business is booming in Western Canada.* All this means a ready market for your product.

MOVE IN ON THE CANADIAN WEST THROUGH THESE BASIC STATIONS

First in Listener Preference—Write for Audience Figures

CKCK Regina, Sask.
CJRM Regina, Sask.
CHAB Moose Jaw, Sask.
CJOC Lethbridge, Alta.
CFAC Calgary, Alta.
CJCA Edmonton, Alta.
CJAT Trail, B.C.
CKOV Kelowna, B.C.

Representatives:

U.S.A - WEED and COMPANY
CANADA - All-Canada Radio Facilities Limited

SELL HOUSEWIVES
WITH NCBS'
HOUSEWIVES BUREAU OF INFORMATION
5 Times Weekly—
11:45 to 12 Noon
Participation Available At Reasonable Cost
5,000,000 AUDIENCE
Guaranteed Distribution and Display of Your Products in 1500 Retail Outlets
NORTH CENTRAL
(Minnesota, No. & So. Dakota)
BROADCASTING SYSTEM
81 Western Avenue, N.
St. Paul, Minn.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING Combined With BROADCAST ADVERTISING, published semi-monthly at Washington, D. C., for October 1, 1940.

District of Columbia—*ss.*

Before me, a notary public in and for the District aforesaid, personally appeared Norman R. Goldman, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING combined with BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher — MARTIN CODEL, Washington, D. C.
Editor — SOL TAISHOFF, Washington, D. C.
Managing Editor — J. FRANK BEATTY, Silver Spring, Md.
Business Manager—Norman R. Goldman, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Martin Codel, Washington, D. C.; Sol Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

NORMAN R. GOLDMAN.

Sworn to and subscribed before me this 17th day of October, 1940. .

CATHARINE S. WILTON,
(Seal) *Notary Public.*
(My commission expires May 16, 1943.)

GOLFING NOTABLES helped WMC, Memphis, inaugurate its new mobile unit. During an appearance in Memphis, Ralph Guldahl and Sammy Snead appeared before the WMC microphone on a local golf course. Participating in the remote pickup were (l to r) Earl Moreland, announcer; Bill Fielding, production manager; Guldahl and Snead.

Brooklyn Stations Remain Unchanged After Eight Long Years of Litigation

SETTLEMENT of the so-called "Brooklyn cases", after eight years of continuous litigation before the old Radio Commission, the FCC and in the courts, was announced Oct. 17 by the FCC without a change in the status quo of the four time-sharing stations involved.

The FCC announced that effective Oct. 22 licenses of WLTH and WARD were renewed while the application of WBBC was denied insofar as it requested the facilities of the other two stations. The fourth station in the original proceedings, WVFW, previously had been given its license renewal. The stations share time on 1400 kc. with 500 watts each and the litigation broke all radio endurance records.

Began in 1932

Paul M. Segal, Washington attorney, has been counsel for WLTH and WARD practically during the entire proceedings. Herbert Bingham, Washington attorney, is chief counsel for WBBC.

The onset of the litigation came in 1932 when the stations individually filed for increased time seeking deletion of others on the frequency. The first hearing was held in 1933 following which each of the applicants filed applications for fulltime on the frequency. Subsequently, the Commission ordered a further hearing held in December, 1934, and a decision was rendered in December, 1935, which would have resulted in deletion of certain of the stations.

Upon petitions for rehearing, the FCC in February, 1936, ordered a new hearing "de novo" and in addition set the stations down for renewal of their licenses. This hearing was held in 1937 and in June of that year the Commission ordered granting of the WBBC application requesting the facilities of WARD and WLTH and denying the application insofar as they sought the facilities of WVFW, granting the latter station a renewal. WLTH and WARD appealed to the U. S. Court of Appeals as did the Brooklyn Daily Eagle Broadcasting Co. and the Debs Memorial Fund Inc., operating WEVD, because of denials of their applications for the facilities of the four time-sharing stations.

The WEVD and Eagle appeals were withdrawn but on Sept. 30, 1937, the Court of Appeals, on petition of WLTH and WARD, stayed the Commission's order terminating the services of these stations and assigning their facilities to WBBC. The cases later were remanded to the FCC for further proceedings with the stipulation that the status quo would remain until the FCC had acted on the remand. Since Oct. 27, 1938, WLTH and WARD have been operating under temporary licenses, the FCC having set aside its deletion order.

In its new decision announced Oct. 17, the FCC granted the three stations renewals of licenses and in effect left their assignments precisely what they were originally.

It is believed the litigation not only has been the most protracted in radio annals but also probably the most costly. The record submitted to the Court of Appeals, after being reduced by stipulation, cost approximately $6,000. All told, it is estimated roughly that the litigation involved an overall disbursement of probably $70,000.

The FCC's grounds for decision were as follows:

1. The broadcasting service rendered the public by WLTH and WARD has been of the same general character and quality as the service rendered by WBBC and there is, in fact, no substantial distinction in the merits of the services of these three stations.
2. The licensees of WLTH and WARD are qualified legally, technically, financially, and otherwise to operate their respective stations on the limited basis of a time-sharing station.
3. The granting of the application of WBBC for modification of license insofar as said application request authority to operate during the hours used by WLTH and the hours used by WARD would not serve public interest, convenience and necessity.

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 *On the dial* **1000** *Watts*
COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN
Representative: **HOWARD H. WILSON CO.**

Rising Expense of Music In Los Angeles Is Shown

REPORT issued by Los Angeles Musicians Protective Assn., Local 47, AFM, reviewing developments in the Hollywood radio field for the current season, shows a net increase in wages for musicians of $2,148.25 per program, based on 22 weekly shows emanating from the latter city. Based on the customary 13-week contract, the increased pay for musicians employed is $27,927.25, with $83,781.75 for a total of 39 weeks, according to the report. Salary increases, it was pointed out, are the result of new wage agreements entered into with the various networks, local stations and agencies for the 1940-41 season. A total of 363 musicians is now employed for the 22 weekly broadcasts, as compared with 300 men in 1939.

Wage increases per broadcast run as high as $186 for 19 musicians used on the weekly one hour CBS *Lux Radio Theatre*, sponsored by Lever Bros. (Lux), down to $5 paid for a single musician on the half-hour program, *What's on Your Mind?*, sponsored by Planters Nut & Chocolate Co., on 9 CBS Pacific Coast stations. The NBC *Chase & Sanborn Show*, sponsored by Standard Brands, has a staff of 30 musicians, NBC *Maxwell House Coffee Time*, sponsored by General Foods Corp., and *Where & When*, sponsored on 8 NBC Pacific Red stations by Union Oil Co., each uses 25 musicians weekly. In addition to staff orchestras employed regularly by Don Lee network, CBS and NBC, full groups of musicians are used on KFI, KFWB and KMPC.

Harms-CRC Settlement

SUIT for $30,064 damages brought by Harms Inc., against Columbia Recording Corp., Brunswick Record Corp. and Columbia Phonograph Corp., claiming unpaid royalties due on songs controlled by Harms, was settled and discontinued out of the New York Supreme Court on Oct. 11. Harms asked $23,791 from Brunswick, $1,121 from Columbia Phonograph and $5,152 from CRC, involving the sale of over 474 songs by the companies from 1930 to date. Terms of settlement were not disclosed.

More Fidelity in Sound Transmission Seen as Result of New Developments

REALISM to a degree never before achieved will soon be imparted to radio broadcasts, phonograph recordings and motion picture sound through a new type of ultra-directional microphone, declared Dr. H. F. Olson, RCA engineering executive at the semi-annual convention of the Society of Motion Picture Engineers in Hollywood, Oct. 21-25.

Dr. Olson explained that because the new microphone can be operated from the vantage point of an imaginary audience at the time of recording rather than in the immediate vicinity of the sound source, the millions who hear the reproduction will have an illusion of being present in that audience.

Called a 'Line Microphone'

The new equipment which is 8 feet long, was developed by Dr. Olson in the RCA Research Laboratories. Described as a "line microphone", it has a large number of small tubes with open ends as pickup points, equally spaced. A "ribbon" element is used to transform acoustical vibrations into corresponding electrical vibrations to be magnified and then recorded or broadcast. Delay in the action of sound waves is introduced in the pipes, making the microphone ultra-directive.

"With the microphone you can pick up a symphony orchestra at 100 feet, the best location from an audience standpoint", Dr. Olson said. "On the movie lot you can make distant shots without the use of a microphone boom. It is extremely useful in television pickups, as well."

Purity of Sound

A. L. Williams and H. G. Baerwald, engineers of the Brush Development Co., Cleveland, discussed advantages of low-noise microphones as affecting purity of sound reproduced. Multiple piezoelectric microphones which lend themselves particularly well to the design of quiet sound units were treated in detail. They also discussed the new uni-directional type microphone developed by the combination of different minimum-noise microphone types.

A paper prepared jointly by F. L. Hopper of Electrical Research Products Inc., Hollywood and F. F. Romanow of Bell Telephone Laboratories, New York, described a new method of calibrating microphones by acoustic measurements. The value of testing to determine the correlation between a microphone's performance as determined by acoustic measurements and by listening tests was brought out. S. J. Begun of the Brush Development Co. read a paper on Disc Record Cutters. He described the high degree of quality in recording that may be obtained from a new temperature-controlled recording cutter which has a wide frequency range and a low content of harmonic distortion.

Progress in video broadcasting took up the entire final session of the five-day convention. Report of the SMPE television committee, headed by Dr. Peter C. Goldmark, CBS New York chief television engineer, was made. It covered the progress made in television during the past six months. Harry R. Lubcke, television director of Don Lee Broadcasting System, Los Angeles, discussed "Photographic Aspects of Television Operation"; C. F. Wolcott, television engineer of Gilfillan Bros. Co., Los Angeles manufacturers of radios, talked on "Problems in Television Resolution"; H. See of NBC New York television staff described "NBC Television at the Republican National Convention of 1940". A paper titled "The RCA Electron Microscope," by V. K. Zworykin of RCA Mfg. Co., Camden, was also read.

Two All-Americans on Staff

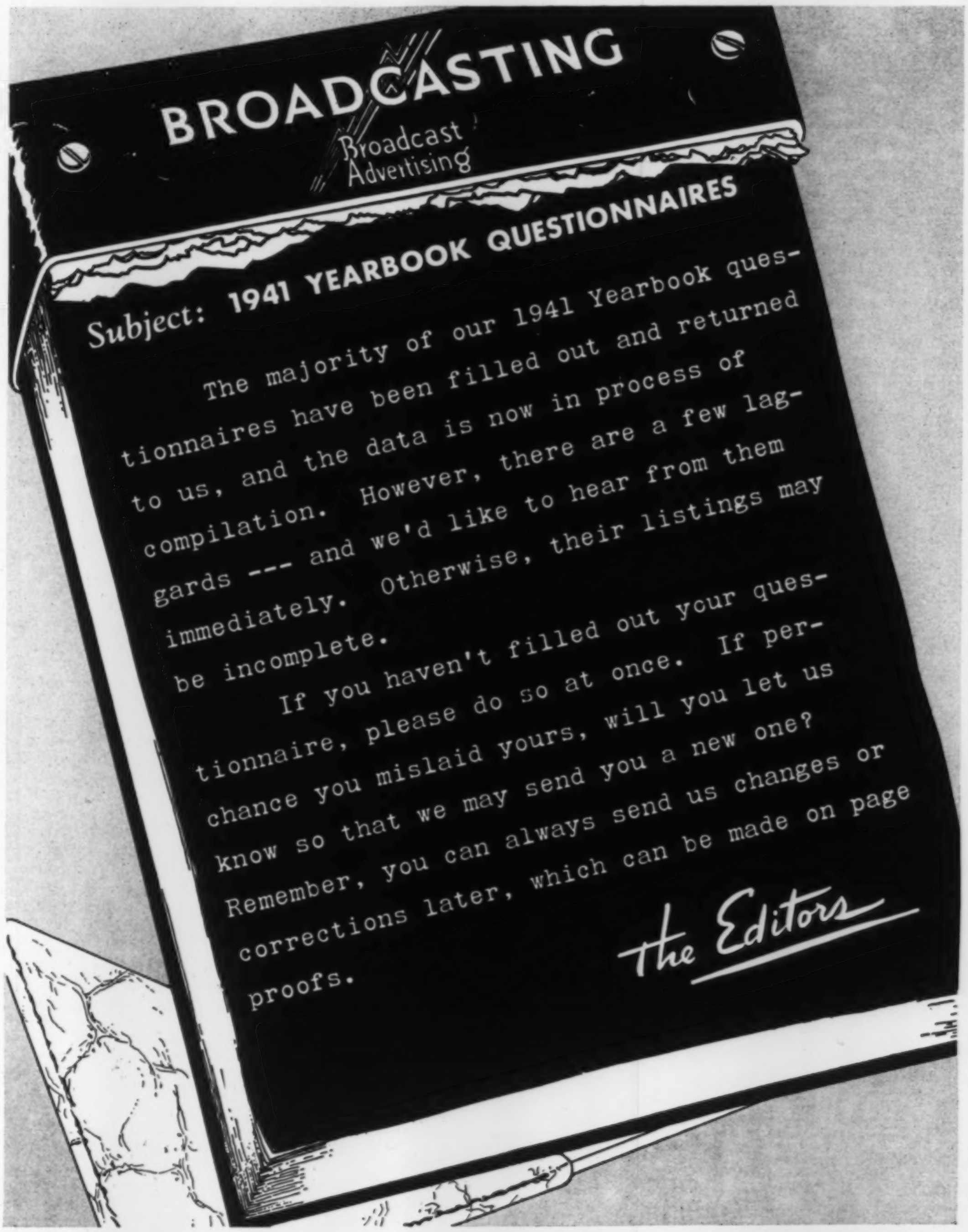
WITH the transfer of Dick Nesbitt from the NBC Chicago staff to the announcing staff of KOA, Denver, that station gets its second former All-American football player. The other is General Manager Lloyd Yoder, former Carnegie Tech grid star, who is officiating at various mountain area college football games this season. James Campbell has been switched from KOA to the NBC staff in Chicago, taking over Nesbitt's former assignment.

Durante Case Settled

SUIT for $4,800 damages of Morton A. Milman against Jimmy Durante, comedian, was settled out of the New York Supreme Court and has been discontinued. Plaintiff claimed breach of contract whereby he placed Durante on the *Chase & Sanborn Hour* and should have received a 5% commission as his personal representative. Terms of the settlement were not disclosed.

New Virginia Hookup

A NEW hookup of Piedmont and Southwestern Virginia local stations went into operation in October when WSLS, new 250-watt outlet on 1500 kc. in Roanoke, went on the air as a unit of the new Tri-City Group. The other stations in the hookup are WLVA, Lynchburg, and WBTM, Danville, the former owned and the latter managed by the brothers Edward A. and Philip P. Allen. The Allen brothers also own 50% of WSLS, in which Jumius P. Fishburn, publisher of the *Roanoke Times* and *World-News* and owner of WDBJ, is 40% stockholder. Philip Allen is general manager of the Tri-City Group with headquarters in Lynchburg. James H. Moore, former assistant manager of WLVA, is resident manager of WSLS.



BROADCASTING

Broadcast Advertising

Subject: 1941 YEARBOOK QUESTIONNAIRES

The majority of our 1941 Yearbook questionnaires have been filled out and returned to us, and the data is now in process of compilation. However, there are a few laggards --- and we'd like to hear from them immediately. Otherwise, their listings may be incomplete.

If you haven't filled out your questionnaire, please do so at once. If perchance you mislaid yours, will you let us know so that we may send you a new one? Remember, you can always send us changes or corrections later, which can be made on page proofs.

the Editors

Ethridge Tells the ANA About Radio

Advertisers Assured Music Supply of BMI Ample

(*Continued from page 14*)

connection and gave an outline of radio that held close attention despite its technical nature. The talk was a radio catechism and the thorough roundup of things radio was eagerly absorbed by a group that knows the air industry from the sponsor viewpoint.

Appropriate to a medium that reflects drama in its programming, he recited a portion of the Radio Day ode "I Am Radio" as presented Aug. 3 during the broadcasting tribute by the New York and San Francisco fairs. With this colorful theme he brought a resume of radio's achievement in bringing the world's best talent and fast news reports from foreign capitals to the humblest listener.

No Pattern at All

In one evening alone, he suggested, radio can summon an audience larger than "Tobacco Road"—which has had the longest run in stage history—could accommodate in 30 years if three companies average 2,000 persons per performance.

As a growing industry radio has not settled into a pattern, he said, for "no pattern can hold our growth." Tracing radio's progress, he pointed to the 400,000 sets in operation in 1922 as compared with the 44 million sets now in use. This figure he broke down into 28 million radio homes, along with 9½ million extra sets in homes and 6½ million extra sets in autos. The extra sets, he suggested, typify public devotion to radio rather than duplicate circulation.

The number of radio sets approximates the total newspaper circulation in the United States, with 86% of American homes having receivers and with a potential 100 million persons listening to them.

Mr. Ethridge sketched radio's contribution to economic growth in this country. He mentioned the FCC estimate that 4½ billion dollars has been invested in sets since 1922. This figure reminded him of a surprise he got upon joining WHAS several years ago when he learned that the station had a new transmitter but was obsolescing three other transmitters at the same time.

Taking up the direct benefits of the radio industry to the nation's economy he cited data showing 9 million sets sold in 1939 at a retail value of 289 million dollars; 36 million replacement tubes at $1.25 each, 45 million dollars; parts and supplies, 50 million dollars; servicing of sets, 60 million dollars; electricity consumed, 165 million—for a total of 609 million dollars.

ANA OFFICERS

Chairman of the Board—H. W. Roden, of Harold H. Clapp Inc.

Vice-Chairmen—Gordon Cole, Cannon Mills Inc.; Carleton Healy, Hiram-Walker Inc.

President—Paul B. West.

Treasurer—M. H. Leister, Sun Oil Co.

Directors—C. G. Mortimer Jr., General Foods Corp.; William A. Hart, E. I. DuPont de Nemours & Co.; Albert Brown, Best Foods Inc.; Robert Brown, Bristol-Myers Co.; Leo Nejelski, Pepsodent Co.; D. P. Smelser, Procter & Gamble Co.; A. O. Buckingham, Cluett, Peabody & Co.; Northrop Clarey, Standard Oil Co. of N. J.; Keith J. Evans, Inland Steel Co.; Price Gilbert Jr., Coca-Cola Co.; P. C. Handerson, B. F. Goodrich Co.; H. M. Warren, National Carbon Co.

Mentioning the industry's payroll of 52 millions a year, as shown by a 1939 FCC report which did not include talent, name bands or many remote pickups, he reviewed the growth of broadcast advertising as compared to other media. Growth from 1934 to 1939, he said, was as follows: magazines, 116 million dollars in 1934 to 151 million in 1939; newspapers, 485 to 552 million; radio, 73 to 171 million dollars.

With radio's progress as a means of entertainment and information, Mr. Ethridge said, has come a striking increase in the number of persons voting at Presidential elections. The vote in the Harding-Cox election of 1920, when there were few sets, totaled 26 million but the 1936 Roosevelt-Landon vote exceeded 45 million. This increase he credited largely to radio's ability to give voters a chance to assay candidates during the campaign.

In religion as well as politics, he said, radio exerts a powerful influence on the public. As an example, he said that two announcements on Monsignor Sheen's *Catholic Hour* brought a half-million requests for a prayer book.

He referred to the rapid upswing in the interest commanded by news broadcasts since Munich, bringing with it a decline in the amount of time devoted to music. Radio can never supplant the newspaper, he explained, since it has a spot function whereas the newspaper elaborates and comments on the news.

With this background laid, Mr. Ethridge started a discussion of the problems radio faces, an assignment imposed by ANA in arranging the media forum. First he took up the music problem, drawing a laugh when he said that broadcasting believes in collective bargaining "but we like to bargain." He outlined negotiations three years ago with the AFM when James C. Petrillo was vice-president of the American Federation of Musicians, and told how Petrillo set out to double radio's AFM payments early this year, only to run up against the ruling of Thurman Arnold, Assistant Attorney General, that compulsory hiring of extra drivers to ride on trucks was a violation of monopoly laws.

The AFRA negotiations were passed over with mention of the union's demand that an announcer must be paid a fee just to lend his presence in the studio and another fee to do some announcing. It reminded him of a newspaper parallel in which a reporter would be paid to sit around the city room and get extra pay for working.

And Then ASCAP!

Coming to ASCAP, Mr. Ethridge unfolded a sheaf of notes and launched a convincing discussion of radio's music problem and what it proposes to do about it. With a reorganized NAB, supported by NIB and IRNA, he said, the copyright problem is being attacked by a united industry.

To set the stage, he reviewed the 1935 ASCAP negotiations and the refusal of ASCAP in 1939 to accept the industry's invitation to negotiate a new contract. When the invitation was refused, BMI was organized to offset a proposed new ASCAP contract that would raise the industry's payments from about 4½ to 9 million dollars a year.

Tracing ASCAP's activity since its formation in 1914, he referred to its blanket license system under which the whole catalog must be bought, with no per-piece rights. This suggested the thought of a guest renting a 30-story hotel so he could have the use of a single room. The plan permits only ASCAP music to be popularized, he reminded, amounting to a monopoly of popularization of music rather than the music itself. He mentioned the long-pending Department of Justice monopoly case against ASCAP.

Since 1923, he said, radio has become a growing factor in ASCAP income and now provides the Society with two-thirds of its revenues. He cited income figures showing that the Society collected $6,087,350 in 1939, which was inequitably distributed to the advantage of those on the inside.

Involved in the whole ASCAP battle, Mr. Ethridge said, is "the right of a business to negotiate." Unable to do this, BMI was formed. There will be no shortage of music at the first of the year, he told the ANA and media delegates, with 80% of the world's music in the public domain and with BMI well provided with music as well as producing a rapidly growing supply of new numbers.

The Warner Bros. withdrawal from ASCAP in 1936 proved that

5000 WATTS
in
BOSTON
WMEX
70 BROOKLINE AVE., BOSTON, MASS.

WFBG
ALTOONA, PA.
- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

radio makes music popular, and not vice versa, he said. Performance of good music leads to popularity, as indicated by the recent popularity of the BMI number "Practice Makes Perfect." Though ASCAP jokingly suggests that BMI will have to look under rocks to find composers, Mr. Ethridge said many composers have heretofore had no chance to crash the ASCAP charmed circle, unless perhaps they worked on a ghost basis and split fees with those in the circle. He pointed out that a good share of the Pulitzer novel prizes have gone to amateur writers. He wound up this phase of his discussion by observing that Victor Herbert's arranger was now "arranging for us."

Taking up Federal regulation of broadcasting, Mr. Ethridge said the industry was the only one represented at the convention that was a "child of Government." He reviewed the history of Federal regulation, referring to traffic-control vs. common carrier theories of regulation. The censorship and rate problems have plagued the industry from time to time, he said, but encouraging assurances have come from high Government sources that censorship is not a danger of the immediate future.

When Mr. Ethridge had completed his outline of radio and its problems, Mr. Larsen appeared on behalf of magazines. Dwelling on the benefits of reading habits and the increased amount of reading that comes with higher educational standards, he said that 4¾ billion copies of magazines are distributed every year. Discussing types of magazines, he praised trade publications, which "help people to do their jobs better." A number of magazine research projects, similar to those of other media, are in the laboratory stage, he said.

A War Warning

A gloomy warning of war and defense problems that will seriously affect the advertising industry was sounded by Leo M. Cherne, executive secretary of Research Institute of America. His exhaustive analysis of war economy and what it means contrasted sharply with the optimistic predictions in Mr. West's survey.

JUST AFTER the ANA closed radio session wound up this group of advertisers (top) was found talking it over. They are (l to r) Joseph S. Atha, vice-president in charge of advertising, Folger Coffee Co.; John H. Miller, sales promotion manager, Mennen Co.; J. J. Delaney, assistant advertising manager, Cities Service Co.; Ben Pollak, advertising manager, Richfield Oil Corp. of N. Y.; Herbert S. Thompson, advertising manager, Miles Laboratories. Waiting for the morning meeting to open Oct. 24 were (l to r) Paul West, ANA president; Bill Hart, DuPont advertising director; Chester H. Lang, GE manager of apparatus sales, and S. L. Meulendyke, vice-president of Marschalk & Pratt.

Every change in business brought about by defense and war will alter the nature and scope of advertising, he warned. The unprecedented peace-time power of the Government to compel manufacture not only of normal civilian products but of any item a factory can produce carries with it authority for the President to take over any plant or equipment, with compensation, he reminded.

Regardless of the outcome on election day, Mr. Cherne said, little time will elapse before priorities and price control become full-blown characteristics of our national defense economy. To come, he continued, are control of industrial output, rationing of scarce materials, fixing of basic commodity prices, supervision of labor cost and supply, regulated flow of skilled labor, control of power along with fuel and transportation, increasing of the tax burden even beyond today's excess profits tax, control of consumption, conversion of industrial facilities to military needs, and conservation of supplies, services, materials. All of these factors will bring unprecedented problems and require vital adjustments in the major phases of advertising.

With Government arsenals producing less than 5% of the munitions required for national defense, the needed products will come from factories now operating in normal peacetime production. Thus manufacturers will have to view their advertising problems in a different light when all or part of their facilities are devoted to Government orders.

Disruption of normal imports also will affect advertising, he reminded, with some perfumes already off the market and out of the advertising scene.

Another ominous factor is the beginning of a national conservation campaign—a campaign to conserve material, save energy, minimize labor and eliminate waste. The character of much advertising will change, he said, when the seller is no longer completely free to merchandise style, type and packaging. Individualized trade practices, selling and advertising procedures resulting in duplication and waste will be affected. Among these Mr. Cherne cited excessive brands and unnecessary style variations, superfluous containers and wrappers which have no value in a full-blown national defense economy. Waste of materials in manufacturing will be cut down, sampling will be reduced, number of units per package will be increased. These, he went on, will tax ingenuity of advertiser and agency, with style no longer a major consideration, packaging no longer a striking inducement and the margin of price differentials reduced.

Price Control

Control of prices, he said, will be the keystone on which mobilization of civilian resources will rest, permitting control of labor, freezing of wages and the corollary control of living costs.

The prime function of advertising is to step up production and "take the squeak out of the pocketbook," according to Mr. Cherne. But since the primary effect of modern warfare is to destroy consumption, a program to limit consumption as now done in England will be pushed to increase production for defense and restrain the trend towards inflationary prices. Along with this will come compulsory loaning of money or increased taxes, or both.

As in England, he predicted there will be reduced consumption of luxury and non-essential items. Cosmetics, for example, will be

Early in 1941

FULL TIME on
1060 Kilocycles and
50,000
watts

WBAL
means business in Baltimore

W I B C
INDIANAPOLIS
•
Indiana's Fastest Growing Station!
•
Has the
Greatest
Listening
Audience
(Daytime)
of Any
Station
in Central
Indiana
•
W I B C
1050 K C—1000 WATTS
Indianapolis
Howard H. Wilson, *Nat'l Rep.*
Chicago — New York

IT TAKES MEN
TO BUILD SHIPS!

. . . Men with families—and payrolls! $100,000,000 in U. S. Navy Contracts for Orange, alone. Put KFDM on your schedules and effectively cover this booming Gulf Coast industrial market.

BEAUMONT 22 MI. ORANGE
17 MI. PORT ARTHUR

1000 WATTS
560 KC
NBC BLUE
FULL TIME

KFDM
BEAUMONT, TEXAS
Represented by
HOWARD H. WILSON COMPANY

Your Gracious Host.. From Coast to Coast

In NEW YORK..
The Gotham

In CHICAGO..
The Drake
The Blackstone

In LOS ANGELES..
The Town House

In BELLEAIR, FLA..
Belleview Biltmore

KIRKEBY HOTELS

sharply limited or even completely curtailed in event of a long war. Among other products, he mentioned tobacco, candy, chewing gum, pastries, watches, house furnishings, cameras, automobiles, toys and bicycles.

Non-institutional advertising designed to produce business beyond the year in which the campaign is run will prove costly, Mr. Cherne predicted, under the new excess profits tax—and he suggested that a new and even heavier tax law will come next year. This advertising is not deductible against profits of the current year.

Benefits of good-will advertising will increase, he said, recalling that increasing business profits and increasing tempo of business operations produce diminishing worry over the need to secure orders. He tied these factors into the fact that expenditures for institutional advertising are currently deductible in computing taxes.

Advertising agencies, as personal service enterprises, are exempt from the new excess profits tax, he said. Under the peace-time military service act, the agency will be considered an enterprise necessary to the national health, safety and interest, according to Mr. Cherne. Under a wartime draft, however, advertising for private industry will not be considered essential.

Uncle Sam, Propagandist!

Entrance of the Government into the advertising field as a major user of media was referred to by Mr. Cherne, recalling increased use of radio and other media in recent weeks. Soon the Government will become more frankly propagandist in selling its work, achievements and purposes, he continued, referring to the intensive advertising by Uncle Sam during the World War, when an Advertising Division supplied the entire educational campaign on the draft for newspapers to run.

Wartime copy will more and more carry the patriotic motif, he predicted, and copy which directs its appeal to the desire for mere acquisition or the pleasure of use can become distinctly unpatriotic.

As to media, he said: "The nature of modern war is to make their continuance more difficult, to make advertising more difficult to get and perhaps more difficult to carry; to limit the amount of material, newsprint, ink, zinc, copper; to increase, particularly in the case of radio and outdoor displays, the quantity of time and space devoted to the needs of Government.

"But on the other hand, as these limitations increase, the society's need for the continued function of the media becomes more urgent. The newspaper periodical and radio particularly become the important instruments for maintaining public morale. They must continue, both to convey news and hope. But in the reasonably near future, this is not expected.

"The European difficulties in this direction need not be visited on us because we have greater resources. This is even more true in the case of the radio which will not be limited, either in power or wavelengths, providing the broadcasters continue to serve the nation.

"A number of trade periodicals, however, will encounter difficulty. In those industries where conversion will turn over a substantial percentage of facilities to military production, the shortsighted manufacturer may in many instances decide that he has no need to advertise his function. It will be the problem of the periodical to protect the industry's goodwill as a hedge against the time when national defense or military production will no longer be required and the resumption of civilian markets becomes the primary problem of the manufacturer.

Gallup's Poll

Dr. George Gallup, operator of the Gallup Poll and vice-president and director of copy and radio research of Young & Rubicam, reported on a poll of the public and school teachers, which indicated the consumer movement was growing, but was not the "prairie fire" predicted a year ago. He said its members were found mainly in the upper income class.

Among other conclusions, he found from polls that: More people believe ads have become more truthful in recent years; there still is wide ignorance among consumers as to the percentage of advertising cost to retail price, this ignorance leading to the belief that advertising increases the cost of doing business; standardization and grade labeling are favored by a bare majority; agitation for a consumer department in the Federal Government has declined.

An analysis of the current move-

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

141 radio stations from coast to coast now using

TEL-PIC WINDOW DISPLAYS

with its daily mailed picture service

TEL-PIC SYNDICATE, Inc.
1650 BROADWAY, NEW YORK

P.S. Our new reciprocal plan is without cost to station.

POST MORTEMS were bandied about by this group representing agency and network, following the initial broadcast of the weekly NBC *Fame & Fortune* program, which started Oct. 17 under sponsorship of Lewis-Howe Co. (Nature's Remedy tablets). They are (l to r), Tracy Moore, NBC western division Blue Network sales manager; Charles Bulotti, producer of Stack-Goble Adv. Agency, servicing the account; Tommy Dorsey, orchestra leader featured on the contest; Richard A. Porter, New York vice-president of the agency, who came to Hollywood for the initial show, and Myron Elges, NBC Hollywood Blue network sales.

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ment toward standardization of products was presented dramatically and amusingly by a cast of CBS actors under direction of Earl McGill. Otis L. Wiese, editor of *McCall's*, described his proposed Institute of Standards, to be composed of publishers, manufacturers, laboratories and consumer groups.

Good Business Foreseen

The "good business in 1941" theme was sounded on the opening day of the convention by ANA President Paul B. West. Reviewing the results of a just-completed poll among member firms, Mr. West said they were almost unanimous in anticipating good business next year and are laying their advertising plans accordingly.

Mr. West said only one member replying to the questionnaire expected a lower volume of business next year. The rest replied "as good," "better" or "excellent." A scanning of tentative advertising budgets for 1941 indicates only 6% expect to reduce their appropriations, 38% plan to spend the same sum next year and 56% are planning increased advertising campaigns.

Reviewing 1941 sales budgets, he said 4% are planning cuts, 33% will hold to 1940 figures and 63% will increase. No outstanding changes in media were indicated.

Mr. West placed the national defense program at the top of reasons for increased advertising and sales budgets in 1941, referring to the increase in employment and purchasing power. Among other reasons were: upward trend of sales this year, inventory positions, product improvement, new products, prospective removal of political uncertainty, improved farm-buying power, increased demand from industry association advertising.

Unfavorable Factors

On the unfavorable side he mentioned war uncertainty and political problems, supplies of raw materials, Federal regulation and restriction, price upheavals, higher labor costs with difficulty of raising consumer prices, growth of private brands, loss of export markets, big consumer inventories of consumer durable goods.

Looking over the bright and dark sides, Mr. West concluded that the picture is an encouraging one. "There are many manufacturers, of course, particularly in the heavy goods industries whose plants will run at capacity levels on defense orders," he said. "Even here so far as ANA members go there is little indication that advertising will be drastically curtailed even though it may take on a more institutional character.

"Defense spending or no defense spending, intelligent advertising and sound merchandising are needed as never before and if we put the emphasis on intelligent and sound they will now as always bring results."

Normal Flow Favored

Assurance that the Federal Government desires to maintain a normal flow of consumer goods was given by W. L. Batt, deputy commissioner of the Industrial Materials Division of the National Defense Advisory Commission. Though he foresaw "pinches here and there", Mr. Batt hoped the policy of forward planning of expanded capacity would prevent or at least hold them to a temporary period.

He compared the present defense priorities system with the shutdowns of the World War and said the commission is anxious to assist rather than interfere with normal processes. Col. Willard T. Chevalier, publisher of *Business Week*, said an uninterrupted flow of semi-luxury items is highly important. He advised advertisers to maintain their "lines of communication" with their market.

Barbasol to Add

BARBASOL Co., New York, after the first of the year plans to add 30 stations to its present list of ten carrying daily spot announcements and in some cases five-minute news and electrical transcriptions in the interests of its shaving cream. Agency is Erwin, Wasey & Co., New York.

SHORTWAVE SURVEY
State Department Studying Reaction Abroad

A WORLDWIDE survey of audience reaction to programs broadcast by U. S. international broadcast stations has been launched by the State Department through its consular offices. The Division of International Communications of the Department, it was learned Oct. 22, has requested all consulates, totaling some 400, to give expressions of views regarding reception of such programs and other pertinent data. Emphasis is being placed upon Latin American reactions, in the light of the hemispheric solidarity project.

Reports already are trickling in from the nearby consulates particularly in South and Latin America. It is expected that a summary of the reactions will be published by the Department, for the edification of international broadcast station operators. Apparently difficulty has been experienced in procuring publication of schedules of international broadcast stations in Latin American papers on other than a pay basis.

Consuls have been asked to appraise popularity of U. S. programs in contrast to propaganda outpourings from other countries and to comment in a general way on the service.

CKRC, Revelstoke, B. C., is temporarily off the air due to negotiations for change of ownership, according to the station relations department of the Canadian Broadcasting Corp., Toronto.

Kirkman Soap on 16

KIRKMAN & SON, New York, is advertising its soap on 16 Eastern stations with participations, variety shows and announcements several times weekly. Stations are WNEW, WOV and WEVD, New York; WPEN, WTEL and WIP, Philadelphia; WHLD, Niagara Falls; WBEN, Buffalo; WBAL, Baltimore; and seven New England stations. Agency is N. W. Ayer & Son, New York.

TWENTY-ONE-YEAR-OLD Jean Holloway, who a year ago was a student in San Jose State Teachers College and came to New York recently for a Broadway acting tryout, has been signed to write the scripts for *My Son and I* on CBS. Her writing ability was discovered by Ted Collins, manager of Kate Smith.

★★★

WSYR Syracuse
NBC 570 KC
WTRY Albany-Troy-Schenectady — The Capitol Triangle
WKNE-WNBX-CBS
KEENE, N. H.
REPRESENTED BY RAYMER

GRAEME FLETCHER, KFH NEWSCASTER

Sh-h-h-h!
DON'T LOOK NOW, BUT . . .

MANHATTAN
LAWRENCE
TOPEKA
SALINA
KANSAS
EMPORIA
HUTCHINSON
NEWTON
WICHITA
PRATT
CHANUTE
INDEPENDENCE
ARKANSAS CITY
COFFEYVILLE
PARSONS
PONCA CITY
BARTLESVILLE
ENID
TULSA
OKLAHOMA

to 1 MV/M

When a certain Kansas radio station made a certain 1940 Audience Survey, KFH failed to snicker, sneer or shudder . . . For, while indicating generous audience gains for KFH in all categories, this survey (and it didn't cost KFH a cent!) called Graeme Fletcher the *most popular radio personality in Kansas*. His rating was *almost double* those of such outstanding standbys as Major Bowes, Elmer Davis, Jack Benny, H. V. Kaltenborn, and several times ahead of Bing Crosby, Bob Hope, Kate Smith and all other "Biggies", not to mention single station celebrities.

Wire for Graeme Fletcher availabilities on the "Wichita Station with the Programs!"

That Selling Station for Kansas

KFH
WICHITA
The Only Full-Time CBS Station in Kansas

CBS • 5000 DAY • CP 5000 NIGHT • CALL ANY EDWARD PETRY OFFICE

Industry Geared for Music Switch

Support of NIB, New Members Brighten Prospects

(*Continued from page 17*)

fort to flatter the newspapers and so line them up with ASCAP against radio. The same technique, used by ASCAP with the aim of separating the independent station operators from the networks, broke down completely when the recent NIB convention unanimously endorsed BMI and at the same time asked ASCAP for music on a per-performance basis, rejecting the "percentage-of-gross" plan contained in the Society's proffered licenses.

Failure of the networks to broadcast the ASCAP Day at the New York World's Fair, Oct. 23, is expected to bring on a renewal of the "boycott" barrage.

The "taint of boycott" was refuted by Sidney M. Kaye, BMI vice-president and general counsel, in a talk to New York newspaper and magazine writers attending a luncheon given for them by BMI on Oct. 28—one of that organization's first attempts to answer ASCAP's arguments and to present the broadcasters' side of the picture to the lay press.

Explaining that the increase asked by ASCAP could be met by broadcasters only if they either raised their rates and reduced other services beyond the practicable stage or cut their profits to the vanishing point, Mr. Kaye said that under such conditions it seemed better to try to get along without ASCAP music. Aside from the financial side, there is also a principle involved, he continued, which is that of paying only for the music that is used and not giving ASCAP a percentage of radio's revenue from the sale of news, sports, dramatic and other non-musical programs.

Since music constitutes only 33% of all sponsored time and only 60% of all programs on the air, the overall percentage plan is obviously unfair, Mr. Kaye asserted, adding that it is especially unfair to the producers of music outside the ASCAP ranks since to use their music the broadcaster with an ASCAP license must pay twice, once to ASCAP for music he does not use and once for the music he does use. The result has been, he averred, to limit music used on the air pretty largely to that controlled by ASCAP.

Gradually Dropped

Describing BMI as the "transition medium" between ASCAP music and that which can be used on the air after the first of the year, Mr. Kaye denied allegations that BMI is network controlled. A majority of the nation's broadcasters are stockholders in BMI, he declared, including 90% of the stations with 5,000 watts power or more, 70% with power between 1,000 and 5,000 watts, 55% of stations with power between 500 and 1,000 watts and 40% of the 100 and 250-watters.

Answering the question as to what effect radio's dropping of ASCAP music will have on the listening public, he stated that since last spring the percentage of ASCAP music to all music performed on the networks had dropped from 80% to 25% and that of all music on the air ASCAP's percentage had dropped from 71% to 36%, without any hue and cry from listeners. Likening the situation to that in 1936 when the withdrawal of the Warner Bros. publishing companies from ASCAP forced much of the popular music from the air for six months without in any way disturbing the public, he predicted much the same situation in 1941, especially since the broadcasters have gradually been accustoming the public to non-ASCAP tunes as indicated by the figures cited.

Music used on CBS sustaining programs is now only 10% ASCAP, in place of 80% last summer, Lawrence W. Lowman, CBS vice-president in charge of operations, stated in a letter Oct. 25 to orchestra leaders. He said that by Dec. 1 the CBS sustaining schedule will be 100% non-ASCAP. Letter notifies the leaders that as of Nov. 1 each sustaining remote pickup must include three non-ASCAP numbers if it is a 15-minute program and four if it is a half-hour program. After Dec. 1 he continues, "such programs will have to be composed wholly of numbers that are available for performing after Dec. 31 and all theme songs will, therefort, have to fall into the available category."

Ample Supply

The letter points out that the catalogs of SESAC, Associated Music Publishers, American Performing Rights Society, M. M. Cole, Ricordi, Southern Music Publishing Co., BMI, Hinds, Hayden & Eldridge, and E. C. Schirmer Music Co. are available, "in addition to the hundreds of thousands of compositions in the public domain". The letter offers the cooperation of the CBS program staff in familiarizing the band leaders with the contents of these catalogs.

NBC, which for the past month has required a minimum of three non-ASCAP numbers on each sustaining musical broadcast, is making no further restrictions at this time, although it is expected that this network will join CBS in asking for 100% non-ASCAP sustainers as of Dec. 1. MBS has just set up its copyright department and as a network has made no such requests, although certain MBS stations have done so. While no letters have been written, it was learned that NBC has discussed the problem informally with its clients and requested them to make their musical shows at least 50% non-ASCAP after Dec. 1, in preparation for the complete break a month later.

Theme Problem

Committee of orchestra leaders, who feel that they are unjustly being put "in the middle" between the broadcasters and ASCAP [BROADCASTING, Oct. 15], met with Neville Miller, NAB president, John Elmer, NAB board member, and Mr. Kaye for an informal discussion of the problem on Oct. 16. Since then the committee, which is headed by Fred Waring, has held a similar meeting with ASCAP executives. No statements regarding either meeting have been forthcoming, but it was stated at Mr. Waring's office Oct. 30 that "something may happen within the next few days".

American Tobacco Co. on Oct. 26 joined the list of advertisers using BMI themes when it opened the *Hit Parade* on CBS with "Lucky Strike Time", a number writter especially for the program by BMI writers. New tune was also used for intermediate breaks in the program, which closed with the familiar "Lucky Days Are Here Again". Plan is said to be a gradual transfer from old to new themes. Lever Bros., on the *Meet Mr. Meek* series for Lifebuoy, and Dr. Miles Laboratories, on the *Friendly Neighbors* program for Alka-Seltzer, are other leading advertisers using BMI themes.

TWENTY YEARS AGO this was the scene as KDKA, Pittsburgh broadcast the Harding-Cox election returns, inaugurating regular broadcast service. On Nov. 5, 1940, from its elaborate new studios, KDKA will celebrate the double anniversary, and provide its listeners with what it claims will be the fastest and most complete returns ever provided. The original broadcast consisted of news returns supplied by the *Pittsburgh Post*. To commemorate the occasion, the paper (now the *Post-Gazette* again will collaborate with the Westinghouse pioneer outlet, putting on the returns from a microphone in its city room. Shown above is the entire personnel at controls of original KDKA (l to r): R. S. McClelland, William Thomas, operators; L. H. Rosenberg, announcer, John Frazier.

Martin Block has also adopted a BMI theme for his *Make Believe Ballroom* phonograph record program on WNEW, New York, formerly themed by the song of that title. New number, written by Block in collaboration with Harold Green and Mickey Stoner, is "It's Make Believe Ballroom Time". To insure Block's exclusive use of the tune, Glenn Miller's band made a private recording of it at RCA and presented Block with not only a group of pressings, but the master roll as well, the gift of Miller, whose recordings were plugged on the Block programs long before Miller achieved his present widespread popularity.

For the benefit of Mr. Block and other conductors of broadcasts made up of phonograph records, BMI has begun tabulating records contained in the catalogs under its control, that is, records which broadcasters will be able to play after Jan. 1. Several installments of the complete list, said to total more than 5,000 records, have already been set to BMI member stations, with others to follow as rapidly as they can be compiled.

BMI Expansion

With its office space and room for its arranging and production departments nearly doubled, totaling some 18,000 square feet of floor space, BMI has also increased its personnel to include more than 75 copyists, arrangers and proofreaders and more than 25 autographers. It also keeps nine or ten independent printing companies working overtime turning out the music, which fills five Railway Express trucks each week. In one week recently BMI shipped to members 40,000 regular orchestrations, 16,000 dance orchestrations, 22,000 professional and sheet music copies of popular music, 4,000 copies of standard music and 15,000 reprints—a total of 97,000 units.

Preston Pumphrey, formerly radio director of Warwick & Legler, New York, has been appointed advertising agency contact man for BMI. In radio work since 1929, Mr. Pumphrey was radio director of Fuller & Smith & Ross and has also been associated with NBC and Benton & Bowles. He served as chairman of the New York AAAA radio committee at the time the standard radio spot agency contract was drawn up. He handled production on such shows as *Town Hall Tonight*, *Metropolitan Auditions of the Air*, the Warden Lawes series, the Eddie Duchin series and the *Uncle Willard* series for Willard Storage Battery Co. which was one of the largest transcription campaigns ever produced.

Another new BMI executive is

Harry Engel, veteran of the music publishing industry, who has become head of the Los Angeles office. Starting in the business with Jack Robbins, with whom he later entered partnership as Robbins, Engel Inc., he joined Irving Berlin in 1928 as sales manager and left that connection to join Benny Davis and J. Fred Coots in a new firm, Davis-Coots & Engel. In 1934 Mr. Engel affiliated his company with NBC in the group of publishers controlled by Radio Music Inc. When this affiliation broke up, Mr. Engel withdrew his interest which he operated independently until selling it to Fred Waring, Paul Whiteman and Guy Lombardo about three years ago. He has recently been associated with Fanchon & Marco, as head of their motion picture division.

New BMI Members

Stations becoming members of BMI during the past two weeks include KSTP; WDAF; KMLB, Monroe, La.; WNBH, New Bedford, Mass.; WKPA, New Kensington, Pa.; WISE, Asheville; KONO, San Antonio; WKPT, Kingsport, Tenn.; WIBX, Utica, N. Y.; WOW, Omaha; WGAC, Augusta, Ga.; KXOK, St. Louis; WSLS, Roanoke. WOW, owned by the Woodmen of the World Insurance Society, could not become a stockholder, as insurance companies are legally restricted in the matter of investments, but it expressed its spirit of industry cooperation by taking out a BMI license.

In his letter to BMI, Mr. Hubbard declared he was recommending to the station's directorate that KSTP become a BMI member. "For several months," he writes, "I have been investigating the music situation as its availability would effect the future programming of broadcast stations. . . . I investigated BMI, its facilities, its library and its production schedule."

'Over the Hump'

Mr. Hubbard asserted he felt BMI will not only take care of all the musical needs of the broadcasters but that it offers "the best service that has been known to American music in my time in making possible a hearing for music produced by independent composers, and in making its music available to orchestra leaders and musicians in general without any strings tied to it."

Mr. Hubbard said that because he knew from experience that BMI could not succeed unless the major networks gave their "sincere and unqualified support to it", he set out to ascertain what the attitude of the networks would be toward BMI.

"I found that the networks were doing all they could to insure its success and I went so far, being convinced that BMI was otherwise worthy of support, as to secure the unqualified and absolute assurance from executives of the major networks that they would stand behind BMI and give it their wholehearted support. I also secured like assurances from them that the networks would continue to fight alongside and with the independent broadcasters in their efforts to build and maintain a responsible and adequate source of interesting and high class music and and to make it available for broadcasting."

As a result of his investigation, Mr. Hubbard said he was not only convinced that BMI is "over the hump" but that he was just as completely convinced that "BMI has broken the stranglehold which has been held on music for 20 years".

Apropos "Hellzapoppin", Mr. Hubbard said he has had an understanding with Olsen and Johnson and J. Levison, composer, regarding music from their show. "Being convinced that the success of BMI is assured," he related, "I have released all my rights to these numbers and have advised Olsen and Johnson to go BMI with all their present and future show hits, which they have done. KSTP, too, is joining BMI and will be on board the new band wagon of American music."

Theodore C. Streibert, vice-president of MBS, was elected to the BMI board of directors at a meeting held Oct. 15, following a stockholders' meeting which authorized increasing the size of the board from seven to eight members. Both sessions were otherwise reported as "purely routine".

14 OUTLETS SOUGHT IN SOUTH BY NBC

IN ITS PROJECT to parallel its networks in the Southeast, NBC is negotiating for the addition of 14 stations from Virginia to Florida, which would become the new Blue Network leg. Nine stations now in the Southern group, available for both the Red and Blue Networks, will become exclusive Red outlets at that time.

Phil Merryman, assistant director of development and research of NBC, is negotiating with stations along the route for the switchover. NBC hopes to make the change by Dec. 1 but at this time no definite announcement is to be made, it was said. When the shift is made, all Blue programs now being fed the Southern group will be shifted to the new Blue leg.

Among the NBC stations slated for Red affiliation with the change are WPTF, Raleigh; WSOC, Charlotte; WFBC, Greenville; WIS, Columbia; WTMA, Charleston; WOPI, Bristol; WKPT, Kingsport, WSJS, Winston-Salem.

New Signature Songs

ANTICIPATING a continued impasse between ASCAP and broadcasters after the first of the year, when current performance contracts expire, Carlton Morse, Hollywood writer-producer, has decreed a new musical theme for the weekly half-hour NBC *One Man's Family* serial, sponsored by Standard Brands Inc. (Tenderleaf Tea). Untitled and written by Paul Carson, the new signature song replaces "Destiny Waltz" which has been used for the last seven years. Carson also composed "Chansonette Irene", theme song of the current NBC serial, *Dear John*, which features Irene Rich and is sponsored by Welsh Grape Juice Co. Other West Coast originating programs are also contemplating new signature songs against the eventuality of an embargo on the ASCAP catalog.

U. S. Playing Card Discs

U. S. PLAYING CARD Co., Cincinnati, on Nov. 11 starts three one-minute transcriptions weekly on 10 stations: KHJ KFWB KJR KECA KSFO KEX KFRC KOIN KOMO KDYL. J. Walter Thompson Co., New York, is agency.

Groups Appointed To Study Invoices

COMMITTEES representing the American Assn. of Advertising Agencies and the NAB met in New York Oct. 30 to discuss revision of standard order forms and invoices used by advertising agencies for radio time placements, and decided to appoint subcommittees to pursue further studies. Tentatively, it is planned to have the committees meet again in early December.

Harry C. Wilder, WSYR, Syracuse, named two subcommittees to study the issues. Roy Harlow, Yankee Network, was named chairman of the subcommittee on order forms, with Edward Petry, station representative, and Russell P. Place, NAB counsel, as members. Richard H. Mason, WPTF, Raleigh, was named chairman of the invoice form committee, with Dale Taylor, WENY, Elmira, and Paul F. Peter, NAB research director, as members.

Members of the AAAA subcommittee include John Hymes, Lord & Thomas; Linnea Nelson, J. Walter Thompson Co.; Charles Ayres, Ruthrauff & Ryan; Ned Midgley, BBDO; Carlos Franco, Young & Rubicam; Bill Maillefert, Compton Adv.

Members of the NAB committee are Harry C. Wilder, WSYR, Syracuse, chairman; Edward Petry, Edward Petry & Co., station representatives; Richard H. Mason, WPTF, Raleigh; Frank A. Seitz, WFAS, White Plains, N. Y.; Lee B. Wailes, Westinghouse, Philadelphia; Dale Taylor, WENY, Elmira; Roy Harlow, Yankee Network; NAB President Neville Miller; NAB Research Director Paul F. Peter; Counsel Russell P. Place, ex-officio.

Others who attended the sessions were A. G. Van Utt, of Erwin, Wasey & Co., and W. A. Fricke and R. Turnbull of AAAA.

P. BALLANTINE & Sons, Newark, N. J., has placed a 13-week campaign of five weekly one-minute transcriptions on five West Coast stations—KNX KFI KHJ KFWB KMPC. J. Walter Thompson Co., New York, handles the account.

Executive Praise

REITERATION of his oft-expressed view of freedom of radio on a parity with the press, was made by President Roosevelt in congratulating KRSC, Seattle, on the dedication of its new 1,000 watt plant last month. In a letter to P. K. Leberman and Robert E. Priebe, co-owners of the station, the President wrote:

"Hearty congratulations of Station KRSC on the happy occasion of the opening of new studios with increased facilities for rendering more efficient service to your public. . . ."

FM Operations By January 1 Seen

FCC Granting Applications As Quickly as Possible

POSSIBILITY that a number of commercial FM stations will be in full operation by Jan. 1, the date on which the new rules become effective, is seen in current activity of the FCC under which it will grant regular FM station authorizations as rapidly as possible.

At a special meeting called for Oct. 31, the FCC was slated to act on the first group of commercial FM applications, with the likelihood that possibly a dozen would receive approval. All told, the Commission has before it 51 applications for the new "staticless" stations but not more than a score have cleared the necessary routine. Of the balance, some eight are awaiting clearance and study by the Civil Aeronautics Board; 12 have been returned to applicants for modification as to coverage requirements, and another dozen are in channels at the Commission.

This spurt comes after weeks of delay occasioned by the necessity of modifying regulations governing FM allocations as well as alleviating some of the hardships invoked by the original application form. FCC Chairman James Lawrence Fly said that the Commission desired to see FM go ahead and for that reason he called the special meeting to act on the first batch of applications.

Development, under FCC auspices, of a basic trade area map to givern future allocations is under consideration. A suggestion to the NAB that such a map be developed by the industry met with opposition from the NAB Executive Committee at a meeting in Washington Oct. 25. It was felt that since the entire NAB membership is not in agreement on FM and that since certain members did not concur in the FCC economic philosophy of horizontal competition in FM (all stations in the same area with identical coverage) the trade association could not with propriety undertake the work.

The FCC itself may decide to retain an outside research organization to develop the map structure, with primary and secondary spheres of economic influence charted for FM station locations.

It is expected that regular call letters will be allocated for FM stations. Originally thought had been given to inauguration of a distinctive type of call letter designation, which would set off FM stations from standard broadcast stations. Presumably no satisfactory method has been developed and as a consequence it appears the FCC wll follow the practice of allotting four letter combinations for FM stations following the present method with the "K" prefixed stations west of the Mississippi and those beginning with "W" located east of the Mississippi.

EXTENSION from Dec. 1 to June 1, 1941, of the broadcast rule [Section 3.51(a)(2)] which would require stations to determine operating power by direct measurement of the antenna power, was announced Oct. 30 by the FCC. The existing rule was amended with the new date specified.

Proposal to Sell WCAM Delayed

Mack Interests Get Temporary Halt of Camden Project

PROPOSED sale of WCAM, Camden, N. J., municipally-owned station, was blocked when District Court Judge Bartholomew A. Sheehan, counsel for the Mack Radio Sales Co., on Oct. 22 obtained a restraining order from Vice-Chancellor Francis B. Davis. Judge Sheehan's request for a temporary order restraining the city from accepting sealed proposals for purchase of the station and leasing of its studios, offices and transmitting station, was allowed with a rule to show cause for a Chancery Court review of the contract between the City of Camden and the Mack firm.

Mayor Brunner, of Camden, had set Oct. 24, at 2:30 p. m., as the time for opening sealed proposals for purchase of the station, as authorized June 10 by the City Commission. In addition to the sale of the station, bidders were permitted to offer a price for lease of the station studios and offices in City Hall, and also the transmitting station located at a civic center near Convention Hall.

Contract Rights

The order originally returnable before Vice-Chancellor Davis Oct. 28, but postponed a week until Nov. 4, was served on City Clerk Clay W. Reesman. In his application for Mack Radio Sales Co., Judge Sheehan avers that acceptance of proposals for purchase of the station represents a threat to the Mack Company's interests under terms of its contract with the city. Sale of the station, it is further charged, would be a violation of the petitioner's contract rights.

It is pointed out by Judge Sheehan that the Mack company signed a contract in 1938 for purchase of approximately 1,300 hours of broadcasting time yearly. He said the agreement provides for a yearly renewal of the contract for nine successive years. The contract, counsel added, was renewed May 16 in each of the years of 1939 and 1940, the Mack company paying the city $22,000 a year for practically all of the station's available broadcasting time.

Aaron Heine is president and Sidney Kaplan is secretary-treasurer of the Mack Radio Sales Co. Both are Camden attorneys. Last April Mr. Heine filed application with the FCC for permission to construct a new station in Camden.

The city has operated WCAM for more than 14 years, selling its time to various radio sales companies at various times. However, the station has been characterized by Mayor Brunner on several occasions as a "financial headache." On various occasions, Mayor Brunner indicated the city would not consider any offer less than $35,000 for its part-time station. However, no set figure was stipulated early in October when he called for sealed bids to buy the station. Mayor Brunner disclosed that last month, John Morgan Davis, a Philadelphia attorney representing an undisclosed client or clients, offered the city $25,000 to buy the station. Mr. Davis is a stockholder in the Seaboard Radio Broadcasting Corp., which operates WIBG, Philadelphia suburban station at Glenside, and prior to entering the law field was an announcer at several Philadelphia stations.

Good News!

. . . for announcers, news commentators and all others in the radio industry who experience difficulty from time to time in the pronunciation of foreign words. "Key to The Pronunciation of Foreign Words" covers Spanish, Portuguese, French, German, Italian, Hungarian and Russian. Simple phonetics that are easily understood. The International News Service thought so highly of the "Key" that they purchased two hundred copies. In a letter, Mr. George Jones, Jr., of Funk and Wagnalls, says: "This is just about the best thing of its kind we have seen." To get your copy of this indispensable booklet send cash, check or money order for one dollar to Harry W. Pascoe, Radio Station WWNC, Asheville, N. C.

Harry W. Pascoe
Radio Station WWNC
Asheville, No. Carolina

Pacific AAAA Group Sees Expansion In Business From Defense Expenditure

THE ECONOMIC future in the light of present world conditions was the general theme of the sixth annual convention of the Pacific Council, American Assn. of Advertising Agencies, held at Del Monte, Cal., Oct. 24-25. A total of 236 agency men and radio station executives registered for the two-day conference.

"Guest" speakers included John Benson, president of AAAA; Atherton W. Hobler, chairman of the AAAA executive board and president of Benton & Bowles, New York, and Donald Hobart, manager of commercial research, Curtis Publishing Co., Philadelphia. The last-named delivered one of the keynote addresses, "Probable Effects of the National Defense Program on Business and Advertising".

Defense Program

Referring to the effect huge Government expenditures will have on the nation, Mr. Hobart stated: "Evidence would seem to indicate definitely that business was on an upward trend at the time that the National Defense Program got under way in this country.

"When we consider that this defense program alone will involve an average expenditure of approximately 5 billion dollars each year and that this expenditure will be superimposed upon a business situation which is already good and getting better, the prospects for increased business during the next 12 months appear to be excellent."

Radio Takes Back Seat

Radio played rather an unimportant part in this year's convention. There were no radio addresses at the general sessions. However, on the night of Oct. 24 a two-hour show was presented by the radio men, which drew 175 of the convention delegates to the auditorium.

The show was under the direction of Jack Smalley, manager of the Hollywood office of BBDO. Highlighted on the program were parodies on the various types of shows being offered prospective sponsors. Lewis Allen Weiss, general manager of Don Lee-Mutual, started off the show with an address "The Wrong Way to Sell Radio". Many amusing situations arose throughout the skit, with Weiss interjecting remarks between sequences. John Heistand, announcer on the Burns and Allen show, was master of ceremonies. Likewise participating was Martha Mears of the Old Gold program. Weiss wound up the presentation by pointing out the "Right Way to Sell Radio."

William H. Horsley of the Pacific National Advertising Agency, Seattle, Wash. was re-elected chairman of the board of governors of the Pacific Council, AAAA.

Other incumbents renamed to their posts were: Joseph R. Gerber, Portland, Ore., secretary-treasurer; Dan B. Miner, Los Angeles, vice-chairman, and August J. Bruhn, Los Angeles. W. A. Brewer, of Brewer-Weeks Co., San Francisco, was elected to the unexpired term of Fred T. Weeks.

"The advertising profession," he said, "faces a period when actions by its leaders can add greatly to its prestige. Advertising must grasp its current opportunities by carrying business through the periods of uncertainty and emerging with normal markets remaining intact."

Commenting on companies that plan to decrease their advertising, Mr. Hobart remarked: "Any company which reduces its advertising during this period of increasing consumer purchasing power will rapidly lose control of its basic market. When emergency contracts are completed this company may find competition already well entrenched at a time when it is becoming increasingly difficult to sell goods."

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GOLDSMITH RECITES DU MONT'S ADVANCE

DR. THOMAS T. GOLDSMITH Jr., director of research for Allen B. Du Mont Laboratories, spoke Oct. 24 on "The Technical Features of the Du Mont Television System" before the Radio Club of America at Pupin Hall, Columbia U. Tracing the history of television from Becqueral's discovery of the photo chemical effect of light in 1839 to the present developments of Zworykin, Farnsworth, Baird and others, he explained the flexibility of the Du Mont synchronizing signal which will permit the transmission of images at 441 lines at 30 frames, 525 lines at 30 frames, 343 lines at 60 frames for color television and 625 lines at 15 frames with the Du Mont persistent tube.

Meeting was conducted by John L. Callahan, vice-president of the club, from the Du Mont studios in mid-Manhattan, his televised image received at the hall more than three miles distant on two Du Mont receivers. Telecast was made with the experimental 50-watt transmitter used for testing purposes by Du Mont engineers during the construction of the 1,000-watt transmitter, W2XVW, which is expected to be ready for operations about the first of the year. Since the sound unit is not yet completed, Mr. Callahan addressed the club over a special telephone hookup.

Following the lecture, reception of television signals on the 20-inch and 14-inch receivers was demonstrated and motion pictures of the Du Mont plant and other films on television were shown.

'Pot o' Gold' as Movie

AS RADIO promotion for James Roosevelt's first movie, "Pot O' Gold", to be released in late January, the radio program of the same name is carrying frequent announcements about its stars and attractions. Together with the radio tieup, an appropriation of $100,000 will be used for all other promotion and advertising, to be handled by Buchanan & Co., New York. The program *Pot O' Gold* is heard on NBC under sponsorship of Lewis-Howe Medicine Co. for Tums. Agency is Stack-Goble Adv. Agency, Chicago.

W9XAO Gets Sinfonietta Series

EXCLUSIVE rights to broadcast the fall and winter concert series of the Milwaukee Sinfonietta have been awarded to W9XAO, FM adjunct of WTMJ, Milwaukee. The programs originate from the stage of the Pabst Theater. Reports indicate reception as far as 40 miles and more from the W9XAO transmitter, located on the Wisconsin Tower in downtown Milwaukee.

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

DESTINY brought a job and an airplane at one time to T. J. Gallagher, unemployed youth of Norwood, O., a Cincinnati suburb. Gallagher was first winner of a Cub airplane on the *Wings of Destiny* program sponsored on NBC-Red by Brown & Williamson Tobacco Co., Louisville. The plane was delivered to him at Parks Watson airport, Cincinnati, the ceremony being broadcast by WLW, over which he had heard the program. At the presentation were (l to r) D. M. Lavely, Cincinnati manager for Brown & Williamson; William Frost, WLW announcer; Gallagher; Lieut. Art Pierce, Chicago, who presented the plane; Parks Watson, airport operator, who promptly gave Gallagher a job. A plane is given away every week. Agency is Russell M. Seeds Co., Chicago.

AP Soon to Open Radio News Wire

PREPARATIONS for a radio wire, with the news processed especially for radio, are progressing rapidly at the Associated Press, with expectations that the wire will be put into operation within the next few weeks, it has been revealed at AP headquarters in New York. Service will benefit all stations using AP news, but chiefly the smaller stations whose staffs are not large enough for the assignment of a man to rewrite the full AP reports.

Asked what steps had been taken to make AP news available to stations located in communities which have no AP member papers, Oliver Gramling, AP executive assistant, replied that in such cases, which he described as "rare", the station could receive AP news through the auspices of the nearest AP member publisher. The association's rules require that news for radio be sold only through AP members, although it is understood that this policy may soon be changed.

AP's recent contracts with NBC and CBS, making news available to the networks for either sustaining or commercial use, were negotiated directly with the networks, and not through any newspaper, on an "exchange of news" basis [BROADCASTING, Sept. 15].

Discussions with MBS for a similar contract are temporarily in abeyance, pending the complete response of Mutual affiliates to a letter sent by Fred Weber, MBS general manager, some weeks ago. With his letter, Mr. Weber enclosed a copy of one he had received from AP, which pointed out that it was giving news to MBS but selling it to the other networks. This letter also stated that while the AP news presently supplied to MBS could be used on a sustaining basis only, it might be possible to work out through Mutual an arrangement whereby the stations could use AP news on a commercial basis as well and on a local and network setup.

In his letter Mr. Weber asked MBS affiliates if they desired the individual AP service, how much they would be willing to pay for the privilege of using it commercially, the name of their present news service and the length of their commitments with it.

AFM Imposes Ban

(Continued from page 17)

CBS has no programs of this type and is not concerned.

Ruling effecting remote pickups was adopted at a meeting between Mr. Petrillo and Joseph N. Weber, former AFM president, and representatives of the three networks, at which, the union letter states, "it was agreed that beginning Jan. 1, 1941, agents, members or orchestras affiliated with the AFM who render services by remote control to radio stations, will no longer have the opportunity to control a radio line or lines and that such control will not be given to any employer of musicians or anyone else who may or can use same to create unfair competition of employment among members or orchestras belonging to the AFM."

It was further agreed, the letter continues, that the networks will not discriminate between orchestras or booking agents in allotting lines and that everything will be done to prevent unfair competition among AFM members. Queried by BROADCASTING about this ruling, Mr. Petrillo stated that it is expected to give the lesser-known bands a chance at network lines which have heretofore been largely gobbled up by the name bands whose leaders could afford to pay for them and by the big booking agencies who purchased them for the use of the bands they represent.

Question of Control

When the resolution was discussed by the AFM convention, Mr. Weber argued against it on the grounds that while it was undoubtedly unfair for leaders to pay for wires, the assumption of these charges by the hotels, cafes, etc., would give them control of the broadcasting rights and advantage in negotiating with bands that might easily cost the leaders more than the wire fees.

At NBC it was stated that they were not affected as all NBC remote wires have been arranged through the managements of the locations and not with either band leader or booking agency. No comments were forthcoming from either CBS nor MBS, with whom Music Corp. of America and other agencies are said to have arrangements guaranteeing their orchestras certain portions of the networks' sustaining time.

Meanwhile, CBS has carried no remote band pickups since Oct. 14, when AFM ordered all such pickups dropped in an effort to force a settlement of differences between CBS affiliate stations, WADC, Akron, and WGBI, Scranton, and their local unions. Same tactics employed some months earlier against all networks had brought about the signing of contracts between KSTP, NBC station in St. Paul-Minneapolis, and WRVA, CBS-MBS affiliate in Richmond, and their locals [BROADCASTING, July 15].

Since the ban on CBS remotes, an edict which this time has not involved either NBC or MBS, an AFM contract has been signed by WADC, but as this issue went to press WGBI and its local had not come to terms and the late-at-night dance pickups were still missing from the CBS schedule.

Soldier's Quiz

P. LORILLARD Co., New York, as the first step in a campaign for Sensation cigarettes, on Nov. 2 will start a *Soldier's Quiz* program on the Colonial Network, Saturdays, 8-8:30 p.m. The shows will originate from Camp Edwards on Cape Cod, and will feature soldiers in the training camp as quiz participants. The remainder of the Sensation campaign, now being planned, will consist of spot announcements on stations in prescribed areas. Lenen & Mitchell, New York, handles the account.

ALL KXYZ STOCK TO TILFORD JONES

M. TILFORD JONES, nephew of Jesse Jones, Secretary of Commerce and chairman of the Reconstruction Finance Corporation, becomes sole owner of KXYZ, Houston, by reason of an FCC decision Oct. 29 authorizing transfer of 50% of its stock to him for $95,000. Young Jones already held 50%, and purchased the remainder from Fred J. Heyne, identified with the Jesse Jones interests, as beneficial holder. The station is a 1,000-watt outlet on 1440 kc., and has been identified with the *Houston Chronicle* and *Houston Post* through interlocking Jones interests. Young Jones also owns 50% of the stock of KRIS, Corpus Christi, Tex.

The Commission the same day also authorized Palmer K. Leberman, one-time NBC employe in New York and now vice-president in charge of sales of *Family Circle* Magazine in New York, to acquire 45% additional interest in KRSC, Seattle, for $29,000 from E. W. Andrews, Seattle realtor. Mrs. Leberman already owns 37% of the stock, and Robert E. Priebe, manager, retains 10%.

Spencer W. Hance

SPENCER W. HANCE, pioneer wireless telegraph engineer, died Oct. 24 in St. Peter's Hospital, Brooklyn. Mr. Hance, native of Hawleyton, New York, worked one of the first wireless systems between New York and Chicago, and later went to the tropics, where he had charge of installing wireless equipment and stations for the United Fruit Co. and other corporations. He was at one time export traffic manager for McKesson & Robbins and also assistant advertising manager of that company.

Mary McBride's Book

MARY MARGARET McBRIDE, commentator heard five times weekly on CBS under sponsorship of Florida Citrus Commission, Lakeland, Fla., has written a book of memoirs of her early life on the Missouri prairies. Titled *How Dear to My Heart*, the book will be published Nov. 12 by MacMillan Co., New York.

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★ ON THE NBC RED NETWORK ★

Big Turnout of Independents at New York Convention

Lucky Strike Will Use Spots to Promote Shift Of 'Information Please'

TO INFORM listeners that *Information Please* shifts Nov. 15 from NBC-Blue to the Red, Lord & Thomas, New York, is placing chain-break announcements for its account and new sponsor of the program, American Tobacco Co., Nov. 12 and 19 at 8:30 p.m. on all Blue stations now carrying the program for Canada Dry.

When BROADCASTING went to press, all of the current 46 Blue stations had not yet accepted the announcements, although the agency expects that over half will carry the chain breaks. Last program by Canada Dry will be carried by the Blue stations Tuesday, Nov. 5, 8:30-9 p.m. and first broadcast under Lucky Strike sponsorship will be on the Red network, Friday, Nov 15, 8:30-9 p.m.

It is also understood that American Tobacco Co. will sponsor a transcribed version of the Friday night *Information Please* on WMCA, New York, Tuesdays, at the now well-known period of 8:30 p.m., so that New Yorkers can continue to hear the popular show at the accustomed hour. Contracts had not yet been signed with WMCA for this plan, Lord & Thomas stated.

Wine Board's Plans

WINE ADVISORY BOARD, a cooperative group of California wine associations, is planning a fall campaign of spot announcements in Italian for its wines on foreign-language stations WCOP, Boston; WCBD, WGES and WSBC, Chicago; WHOM, Jersey City; WPEN, Philadelphia. No starting date nor further details are set, according to J. Walter Thompson Co.

20 *out of*
EVERY 24

The powerful 50,000 watts of KWKH's modern new transmitter is now on the air daily from 5 A.M. to 1 A.M. carrying a message to more than 3,000,000 people within the Shreveport trade area.

50,000 Watts

A SHREVEPORT TIMES STATION
KWKH
Represented by The Branham Co.
CBS
Shreveport Louisiana

NIB Offers Support to BMI

(*Continued from page 18*)

corded form, to enable the non-network stations to continue normal operations; anxiety over the problem of keeping their broadcasts free of ASCAP numbers, where failure to do so would leave the broadcasters liable for infringement suits—all these and more were advanced by various broadcasters whose doubts were resolved only after they had been shown the fallacy of their fears and that the only way to free themselves from the oppressive demands of ASCAP is through united industry action.

ASCAP Demands

Stating that he had also doubted the value of BMI at the outset, Gregory Gentling, KROC, Rochestter, Minn., declared that the formation of BMI is the sole reason for ASCAP's reduction in rates to stations. "BMI won't solve all of our problems," he averred, "but its principle is sound and it will give us something to tie to. Are we going to put ourselves at the mercy of ASCAP for another five years," he asked, "or will we have faith in our fellow broadcasters and our industry?"

Edward A. Allen, WLVA, Lynchburgh, Va., told of a conversation he had had in 1935 with Claude Mills, then general manager of ASCAP, when Allen was a member of the NAB copyright committee. Discussing the 5% demands then made by ASCAP, Mills had asked what commission the stations paid to advertising agencies and to station representatives. Told that it was 15% in each instance, Mills then asked: "Is there any reason that you shouldn't pay us 15%? We're going to get all the traffic will allow."

Declaring that the networks are in this fight just as deeply as the independents and that there can be no sell-out now, Mr. Allen expressed the belief that when the break comes ASCAP can't hold out for more than 30 or 60 days and urged the broadcasters to "fight it out with BMI".

The same view was set forward by C. O. Langlois, Langlois & Wentworth, who explained that ASCAP is controlled by the music publishers who in turn are controlled by the motion picture industry, which is primarily interested in having its music broadcast because each such performance on the air is a valuable advertisement for the picture from which the tune is taken. If the absence of movie music on the air after Jan. 1 should cause a falling off in attendance at the motion picture theatres of only 1%, he stated, the box office loss will amount to $10,000,000, whereas the revenue these companies derive from ASCAP is less than $1,000,000. "Under these circumstances, how long do you think they will allow their music to be off the air?," Mr. Langlois asked in urging the broadcasters to support BMI and to utilize the vast amount of non-ASCAP music that is unfamiliar only because no one has troubled to perform it.

Supply of Records

Benedict Gimbel Jr., WIP, Philadelphia, said his problem was more intense than that of many stations as WIP operates 24 hours a day and has one program that uses 90 records daily, but that only by sticking together can the broadcasters win out. Carl Haverlin, station relations director of BMI, speaking at a buffet supper given by BMI for the convention, explained that the distribution of BMI stock is so arranged that it would be impossible for the networks ever to acquire control and that when the stock is all issued the network ownership will amount to 17.3%. At present about 23% of the stock issued is held by the networks, he said. Furthermore the makeup of the BMI directorate is such as to prevent any network domination, he declared.

Allaying fears regarding the supply of phonograph records that will be available as of Jan. 1, Mr. Haverlin said that checks have revealed that most stations use about 4,000 records annually and that by Jan. 1 BMI will have sent to all broadcasters lists of some 5,000 records they may safely use, which number will be constantly increased as new non-ASCAP numbers are released by the recording companies.

Result of these arguments was the unanimous adoption of the resolution supporting BMI. Father W. A. Burk, WEW, St. Louis, who at the opening NIB session had expressed the fear that in building BMI the broadcasters were setting up a "Frankenstein that may prove worse than ASCAP", announced he was signing with BMI. He also suggested that NIB secure copies for all members of the list of numbers in the library built up by Ed Craney at KGIR, which for the past two years has broadcast no ASCAP music. Harold A. Lafount, general manager of the Arde Bulova radio interests and NIB president, who presided at the meetings, said steps would be taken immediately to provide the membership with copies of that list.

Spence Named

Mr. Spence, former secretary-treasurer of the NAB and a veteran station operator who is identified with a new local station in Washington just granted by the FCC [see page 99], was appointed by Mr. Lafount to the newly-authorized post of managing director. For his duties in this position, which will of course be entirely separate from his private work, Mr. Spence will occupy space in the offices of Andrew W. Bennett, general counsel of the NIB. Officers reelected, in addition to Messrs. Lafount and Bennett, are Edward A. Allen, WLVA, Lynchburg, Va., vice-president, and Lloyd C. Thomas, KGFW, Kearney, Neb., secretary-treasurer.

President Lafount briefly reviewed the understanding between the NIB and the American Federation of Musicians, whereby without a written national agreement to succeed the one which recently expired, the NIB had pledged itself to do whatever it could to keep employment of union musicians by independent stations up to the level required by the former national contract. Frequency modulation was also discussed at some length, the

KSTP's Barn Dance

STANLEY E. HUBBARD, president of KSTP, St. Paul, who seldom goes before the microphone, turned impresario the night of Oct. 26 when KSTP inaugurated its *Sunset Valley Barn Dance* program as a weekly affair in St. Paul's big auditorium, drawing a capacity audience of 3,100 of whom 2,800 paid admissions. Show is produced by Dave Stone, formerly of WSM's *Grand Ole Opry*, and Whitey Ford, the "Duke of Paducah," appeared as inaugural night guest star.

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discussion revealing considerable interest in FM, especially as it will relieve the present situation of signals being curtailed by interference of other stations on the same frequency.

What the small independent station can do to get national business was discussed by Frederic R. Gamble, executive secretary of the American Assn. of Advertising Agencies, who advocated standardized presentations for supplying market information and perhaps a cooperative selling story; following general advertising practices about agency commissions, etc., and above all, adhering to their published rates. Mr. Gamble also urged the establishment by radio of an agency recognition group, such as those set up by the newspaper, magazine, farm paper and business paper publishers.

Chain Competition

The subject of meeting chain competition, especially at night, was discussed by Lloyd Thomas, KGFW, who said the local actually has the advantage, since the network can't put on programs aimed at the particular interests of any community. Citing an example of a local talent program which pulled 61% of the local audience against the network competition of Eddie Cantor, Mr. Thomas urged the independent broadcasters to concentrate on doing the local jobs that are impossible for the networks instead of putting on second-rate imitations of network shows.

Scott Howe Bowen, WIBX, Utica, described a copyright formula for measuring audiences that he had found helpful in selling his station to advertising agencies and offered to supply copies to other NIB members. Transcription networks, particularly Keystone, which was reported to be currently offering stations as a package to national advertisers at low group rates, were described as disturbing factors and NIB members were advised to investigate thoroughly any offers made them by such organizations.

Clearing up some expressed confusion as to which stations were eligible for NIB membership, the officers stated that any station whose operations are primarily local and independent in character may join the NIB. Present membership is divided roughly three-fifths non-network stations and two-fifths supplementary network affiliates. Basic affiliates of national networks are not eligible.

President Lafount was host to the convention at luncheon on Monday, which he announced as being "on the house". Luncheon music was furnished by a string ensemble from WHOM, Jersey City, arranged for by Joseph Lang, station manager. Mr. Lafount announced he had received an invitation from ASCAP for a dinner for the group but that he had been obliged to turn it down as BMI's prior invitation had been accepted.

Registration sheets of the convention included the following names: Arthur Faske, E. I. Godafsky, WCNW, Brooklyn; C. B. Arnold, KINY, Juneau, Alaska; Sylvia Ansen, Aaron Kronenberg, WARD, Brooklyn; T. S. Marshall, WOLF, Syracuse; Donald Flamm, Donald S. Shaw, WMCA, New York; Lee Chadwick, WPID, Petersburg, Va.; W. A. Burk, S. J., WEW, St. Louis; L. M. Sepaugh, WSLI, Jackson, Miss.; T. B. Lanford, KPLC, Lake Charles, La.; Elliott M. Sanger, John V. L. Hogan, WQXR, New York; Arthur Simon, WPEN, Philadelphia; Howard S. Frazier, WSNJ, Bridgeton, N. J.; Peter Testan, Arnold J. Jaffe, WBBC, Brooklyn; John R. McKenna, WKNY, Kingston, N. Y.; Norman Reed, Monroe Mendelsohn, WBAB, Atlantic City; W. E. Dunkelbarger, Dale McLaughlin, Edward A. Chappell, H. W. Cassill, WGNY, Newburgh, N. Y.; Harry R. LePoidevin, WRJN, Racine; C. Francis Harding, WBAA, Purdue U, West Lafayette, Ind.; Earl C. Hull, WHLD, Niagara Falls; L. Thomas, Walcott Wyllie, WBRK, Pittsfield, Mass.; H. J. Brennen, KQV, Pittsburgh; H. H. Steteman, WHJB, Greensburg, Pa.; S. T. Ayers, WATN, Watertown, N. Y.; Lloyd Thomas, KGFW, Kearney, Neb.; James Hopkins, WJBK, Detroit; W. C. Alcorn, WBNX, New York; Hyla Kiczales, WOV, New York; R. W. Davis, WNBC, New Britain, Conn.; George Lasker, WORL, Boston; G. H. Slattery, WCOP, Boston; Scott Howe Bowen, WIBX, Utica; Melvin Lahr, WKOK, Sunbury, Pa.; James T. Milne, WELI, New Haven; M. E. Slagel, WMBS, Uniontown, Pa.; Gregory Gentling, KROC, Rochester, Minn.; W. H. Reuman, Emil Doer, D. J. Connolly, WWRL, New York; Benedict Gimbel Jr., WIP, Philadelphia; Henry N. Cocker, WTEL, Philadelphia; Samuel L. Gellard, WLTH, Brooklyn; Joseph Lang, W. W. Willcox, Jack Compter, WHOM, Jersey City; Salvatore D'Angelo, WVFW, Brooklyn; George E. Joy, WRAK, Williamsport, Pa.; Wallace E. Stone, WDGY, Minneapolis; Marie E. Clifford, WHFC, Cicero, Ill.; Alexander W. Dannenbaum Jr., WDAS, Philadelphia; Van D. Sheldon, WESX, Salem, Mass.; Braden Ball, Fred Phillips, WDLP, Panama City, Fla.; Harold A. Lafount, WOV, New York; E. Douglass Hibbs, WTEL, Philadelphia; D. L. Thompson, Associated Radio Sales; Gustavus Reiniger, Radio Engineering Labs., Long Island City; Andrew Bennett, Washington; Eric A. Tomsett, C. E. Hooper Inc., New York; C. D. Callahan, K. D. Jadasohn, SESAC; C. O. Langlois, Long-Worth, Standard Radio.

Late From Party

PART of the party present at the Oct. 23 opening of the new WPEN studios in Philadelphia, Jerry Slattery and George Lasker, respective managers of WCOP and WORL, Boston, just after midnight boarded the train for New York and Boston. Stirring from their Pullman berths early in the morning, ready for breakfast, they noted with alarm that the train was halted on the approach to New London's Thames River bridge—a tanker was struck in the draw and the drawbridge was jammed. Pounding the rails to a far-away taxi, they finally boarded a relief train sent up from Providence. And at 1 p.m.—instead of 7:30 a.m. they arrived at Boston.

WWNC
17 Hours Daily—Continuous
Full-time CBS affiliate
ASHEVILLE N.C.
1000 WATTS 570 Kc.
Sole BLANKET COVERAGE of WESTERN NORTH CAROLINA

NIB Seeks Per-Piece

(*Continued from page 18*)

submit without delay "a proposed license agreement stating the rates which the Society will charge for the Society's music actually used." Such a plan would be submitted to the independents for immediate consideration, he said, so they could conclude plans for their future music supply before the expiration of contracts.

Mr. Lafount's Letter

Following is the text of Mr. Lafount's letter:

The convention of the National Independent Broadcasters, meeting in New York on Oct. 21 and 22, directed that we present to you the problem which independent broadcasters of the United States face regarding the future use of copyrighted music. In two months, the present license with ASCAP will expire, and during this short period, independent broadcast stations must decide upon the source or sources from which their future supply of music will be obtained.

It is the desire of the members of our association that they be in a position to make available to the listening public the best of all good music, but they are seriously handicapped by reason of the expense burden.

We recognize the value of the vast reservoir of music owned by the members of the Society and hope that the listening public may not lose its entertaining benefits because of the inability to meet the license payments required by the Society. The payment of 5% of gross income, plus a sustaining fee, by independent stations during the past six years has been a burden which many have been unable to carry. Yet they must continue to render uninterrupted service to the communities in which they are located, even though some 250 such stations operated at a loss in 1939. Naturally this burden cannot be borne indefinitely, and it is assumed the Society recognized this fact when it announced a reduction in the percentage of gross income which it would require after Dec. 31, 1940, from stations in the low income brackets.

Unfortunately, however, the Society's new contract still requires that a percentage of the gross income of these stations be paid to it for the privilege of performing the music controlled by its members, even though a substantial portion of that income is obtained from programs in which the Society's music is not used. Under your proposed requirements, a station is not permitted to use the music of even one of your members on a single program during the next five years unless it agrees to pay you a percentage of its gross income for the entire five year period.

We are directed by our convention to request from you a license agreement which will impose a reasonable charge for the music controlled by ASCAP only as and when such music actually is used by the station and which will not, either directly or indirectly, impose a charge on income obtained from programs which do not make use of your music.

During the past eight years, you issued contracts to a small group of newspaper owned stations which recognized the principle that payment should only be made for the material used and which therefore required that the stations pay to ASCAP 5% of their income only when such income was derived from programs using ASCAP music. Also, we are informed that, during the past summer, you agreed to issue a license to one of our members which will require the payment of a license fee only on such music controlled by ASCAP as is actually used by that member.

It is hoped that the Society will recognize the justice and reasonableness of this request and that you will submit to us without delay a proposed license agreement stating the rates which the Society will charge for the Society's music actually used. This is necessary in order that we may submit the same to the independents for immediate consideration, so that they may conclude plans for their future music supply before the expiration of present contracts on Dec. 31, 1940.

THREATENED here by pretty Lois Meador, Texas Christian U co-ed, sportscaster Tee Casper, of KGKO, Fort Worth, and the Lone Star Chain, has been sticking his neck out on two evening quarter-hour shows weekly since Hecker Products recently started 24 quarter-hours on LSC for Shinola shoe polish. Participating stations in Casper's Shinola series are KGKO; KTSA, San Antonio; KXYZ, Houston; KFDM, Beaumont; KRIS, Corpus Christi; KGNC, Amarillo; KRGV, Weslaco.

Pittsburgh Picture Offered

TO PROMOTE the Pittsburgh market, KDKA has offered to send to all advertising agencies, upon request, an 11x14 inch enlargement of a new view of the city showing the downtown section. The view is being used in KDKA's 20 anniversary advertising.

TELEVISION and facsimile broadcasting are highly developed technically, but nobody has figured out a way to make them economically practical, said Samuel R. Rosenbaum, head of IRNA and president of WFIL, Philadelphia, in addressing the Philadelphia Engineers' Club at its regular monthly meeting Oct. 15. Production of a television program costs 10 to 20 times as much as a radio program, he told the group.

5TH BIG YEAR!
The entirely new version of the famous
'CHRISTMAS TREE'
is ready for your station!
- 25 cleverly written 30-minute scripts for one man production.
- May be used for single or participating sponsorships.
- Write immediately for sales brochures.
- Territorial rights going fast—smart stations ordering *now!*

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REGIONALS GIVEN POWER INCREASES

FIVE regional stations—three on 1260 kc. and the remainder on 1380 kc.—were granted construction permits by the FCC Oct. 29 to increase night powers to the new maximum of 5,000 watts. In another decision the FCC authorized fulltime operation for WIBC, Indianapolis, on 1050 kc. with 1,000 watts power, subject to conference on daytime coverage and use of a directional antenna.

KOIL, Omaha, WHIO, Dayton, and WNBX, Keene, N. H., operating on 1260 kc., were granted increases to 5,000 watts based on an agreement on mutual interference problems. Directional antennas at night are specified for KOIL and WHIO.

WALA, Mobile, Ala., and WNBC, New Britain, Conn., on 1380 kc. were given power boosts. WALA was increased from 1,000 to 5,000 watts day and night, WNBC, 1,000 to 5,000 watts daytime, continuing to use the lower power at night.

KDFN, Casper, Wyo., was granted an increase from 500 to 1,000 watts day and night on 1440 kc. KWFC, Hot Springs, Ark., and WKBO, Harrisburg, Pa., were granted increases to 250 watts fulltime.

Gates Buys Out Factory

GATES RADIO & SUPPLY Co., Quincy, Ill., on Oct. 26 announced its purchase of the modern factory layout of Noel Hauworth Co., Quincy, which has discontinued its manufacturing business. Work has started on remodeling the factory, which provides 10,000 square feet of additional manufacturing facilities.

A CHRISTMAS RADIO SHOW

"STREAMLINED FABLES"

The Kids will love it! The "Kidults" will eat it up!

THE KORALITES— 6 YOUNG PEOPLE WHO TALK IN RHYTHM AND CREATE SOUND EFFECTS VOCALLY REALLY "GO TO TOWN" WITH THEIR SWING VERSION OF FAIRY TALES — AS MODERN AS TELEVISION.

Ready for Broadcasting on 15 min. R.C.A. discs.

Merchandising Tie-ins!

AS USUAL . . . BECAUSE ITS UNUSUAL . . . ITS PRODUCED BY

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue · NEW YORK CITY

White Collar Status Clarified

(Continued from page 15)

However, when it is remembered that all six tests must be met to obtain exemption, it will be realized that the definition does afford protection against abuse.

"On a newspaper, for example, the reporters assigned to regular beats and the copy desk men will not qualify for exemption even if they are paid $200 a month. And, of course, in the whole wide field of the artistic occupations, the great group of employes who are paid less than $200 a month cannot be classed as professional employes within the meaning of the regulations."

25% Likely Exempt

Although no definite figures are available on the number of radio employes that might qualify for exemption from the Wage-Hour Act's overtime provisions, computations figured on the basis of employment and payroll data of the broadcast industry [BROADCASTING, Sept. 15], checked with the FCC and the Wage-Hour Division, indicate that approximately 25% of the industry's employes may be exempt.

On the basis of these calculations, all the 1,982 fulltime executives listed for 705 stations covered in the FCC survey of employment and payroll would be exempt, along with the 111 technical employes occupied with research and development; about 20% of the 3,035 operating engineers, including chief engineers and others in authority; about 5% of those working on program production; all the 1,436 outside salesmen; about 5% of the 201 employes engaged in promotion and merchandising—an estimated total, according to these percentages, of 4,171 employes.

For the three networks covered, exemptions would include all 106 executive employes; all 60 research and development employes in the technical branch, along with 10% of the 485 operating engineers; all 401 in program production; 50 to 100% of the 77 writers listed; about 10% of the 125 announcers; all 121 outside salesmen; about 10% of the 184 engaged in promotion and merchandising—a total of 806, based on these percentages. In round numbers, the station-network aggregate of eligible-for-exemption workers amounts to approximately 25% of the 19,873 employes listed in the FCC table. It must be emphasized, however, that these figures are estimates and although arrived at after consultation with both FCC and Wage-Hour Division representatives, they are based on a liberal interpretation of the new white collar definitions.

A further development on the wage-hour front came Oct. 28 when the U. S. Supreme Court refused to review a decision upholding the right of the Wage & Hour Division to subpoena Montgomery Ward Co. payroll records. The action was cited by Col. Fleming as validating the Division's right to inspect all payroll records of covered employes.

Text of Definitions

Text of the new Wage & Hour Division definitions follow:

Sec. 541.1—Executive

The term 'employee employed in a bona fide executive * * * capacity' in section 13(a)(1) of the Act shall mean any employee

(A) whose primary duty consists of the management of the establishment in which he is employed or of a customarily recognized department or subdivision thereof, and

(B) who customarily and regularly directs the work of other employees therein, and

(C) who has the authority to hire or fire other employees or whose suggestions and recommendations as to the hiring or firing and as to the advancement and promotion or any other change of status of other employees will be given particular weight, and

(D) who customarily and regularly exercises discretionary powers, and

(E) who is compensated for his services on a salary basis at not less than $30 per week (exclusive of board, lodging, or other facilities), and

(F) whose hours of work of the same nature as that performed by non-exempt employees do not exceed twenty per cent of the number of hours worked in the work-week by the non-exempt employees under his direction; provided that this sub-section (F) shall not apply in the case of an employee who is in sole charge of an independent establishment or a physically separated branch establishment.

* * *

Sec. 541.2—Administrative

The term 'employee employed in a bona fide * * * administrative * * capacity' in section 13 (a) (1) of the Act shall mean any employee

(A) who is compensated for his services on a salary or fee basis at a rate of not less than $200 per month (exclusive of board, lodging, or other facilities), and

(B) (1) who regularly and directly assists an employee employed in a bona fide executive or administrative capacity (as such terms are defined in these regulations), where such assistance is non-manual in nature and requires the exercise of discretion and independent judgment; or

(2) who performs under only general supervision, responsible non-manual office or field work, directly related to management policies or general business operations, along specialized or technical lines requiring special training, experience, or knowledge, and which requires the exercise of discretion and independent judgment; or

(3) whose work involves the execution under only general supervision of special non-manual assignments and tasks directly related to management policies or general business operations involving the exercise of discretion and independent judgment.

* * *

Sec. 541.3—Professional

The term 'employee employed in a bona fide * * * professional * * * capacity' in section 13 (a) (1) of the Act shall mean any employee who is

(A) engaged in work

(1) predominantly intellectual and varied in character as opposed to routine mental, manual, mechanical, or physical work, and

(2) requiring the consistent exercise of discretion and judgment in its performance, and

(3) of such a character that the output produced or the result accomplished cannot be standardized in relation to a given period of time, and

(4) whose hours of work of the same nature as that performed by non-exempt employees do not exceed twenty per cent of the hours worked in the work-week by the non-exempt employees; provided that where such non-professional work is an essential part of and necessarily incident to work of a professional nature, such essential and incidental work shall not be counted as non-exempt work; and

(5) (a) requiring knowledge of an advance type in a field of science or learning customarily acquired by a prolonged course of specialized intellectual instruction and study, as distinguished from a general academic education and from an apprenticeship, and from training in the performance of routine, mental, manual, or physical processes; or

(b) predominantly original and creative in character in a recognized field of artistic endeavor as opposed to work which can be produced by a person endowed with general manual or intellectual ability and training, and the result of which depends primarily on the invention, imagination or talent of the employee, and

(B) who is compensated for his services on a salary or fee basis at a rate of not less than $200 per month (exclusive of board, lodging, or other facilities); provided that this subsection (B) shall not apply in the case of an employee who is the holder of a valid license or certificate permitting the practice of law or medicine or any of their branches and who is actually engaged in the practice thereof

* * *

Section 541.5—Outside Salesman.

The term 'employee employed * * * in the capacity of outside salesman' in section 13 (a) (1) of the Act shall mean any employee

(A) who is employed for the purpose of and who is customarily and regularly engaged away from his employer's place or places of business in

(1) making sales within the meaning of section 3 (k) of the Act; or

(2) obtaining orders or contracts for the use of facilities for which a consideration will be paid by the client or customer, and

(B) whose hours of work of the same nature as that performed by non-exempt employees do not exceed twenty per cent of the number of hours worked in the work-week by such non-exempt employees; provided that work performed incidental to and in conjunction with the employee's own outside sales or solicitations, including incidental deliveries and collections, shall not be regarded as non-exempt work.

A ROSTER SURVEY . .

will show you which sustaining programs can be sold locally and which ones should be changed or killed.

A roster survey will help improve your station operation.

THE HOOPER HOLMES BUREAU, INC

[illegible] MAIDEN LANE, NEW YORK

7 Florida Applications

A HEARING has been ordered by the FCC on the applications for seven new Florida stations, three regionals and four locals, sought by companies headed by former Gov. David Scholtz of Florida in association with his brother, Carl Scholtz, Miami insurance man, George H. Bowles, former California broadcaster, and Mrs. Nellie M. Joyce, of Miami. The applications ask for 500 watts night and 1,000 day on 1280 kc. in Miami; 500 night and 1,000 day on 1530 kc. in Tampa; 500 night and 1,000 day on 780 kc. in West Palm Beach; 250 on 1420 kc. in Hollywood; 250 on 1310 kc. in Key West; 250 on 1370 kc. in Sanford; 250 on 1420 kc. in Fort Pierce.

CONSTRUCTION permit for a new 1,000-watt television station in Milwaukee, to use Channel No. 3 (66-72 mc.) was granted the *Milwaukee Journal*, operator of WTMJ, by the FCC Oct. 29.

Parties Buy More

(*Continued from page 16*)

could spend on radio and still keep aggregate expenses within the $3,000,000 limit set by the Hatch Act and demanded by Candidate Willkie. Since the Republican broadcast schedule was pretty well set some time ago, at least so far as sponsorship by the committee goes, it is thought likely committee expenditures in its own name will not go much over this figure.

However, it has been apparent for some time that independent party organizations for both Republicans and Democrats have shouldered much of the cost of broadcasts by their candidates and spokesmen. This trend has been upward in recent weeks, not only for the touring speeches of various candidates on a regional scale, but also for broadcasts on national networks. Principal among these, from point of size, was sponsorship of the half-hour John L. Lewis speech Oct. 25 on NBC-Red, CBS and MBS at a cost of about $50,000 by the National Committee of Democrats for Willkie. Also it has been reported that the Associated Willkie Clubs have optioned the midnight-1 a. m. hour on all the networks on election eve, immediately following the ambitious Democratic broadcasts.

Minor parties also have made considerable use of radio, despite limited budgets. The Communists estimate their radio expenditures at $25,000, the Socialists $8,000 to $9,000. Earlier in the campaign the Communist campaign organization indicated it would spend considerably more than this sum on campaign broadcasting, but the party experienced trouble in getting stations to accept its candidates' speeches, even after they had been accepted by the networks.

The rallies at Madison Square Garden, New York, held by the Democrats Oct. 28 and scheduled by the Republicans for Nov. 2, are being watched as well as heard by owners of television receivers in the New York area, as they are being televised by NBC, which has recently resumed operations of its video station, W2XBS, on an irregular schedule. The political telecasts are designed primarily to test the network's mobile television gear on the new frequency assigned to NBC by the FCC, according to Alfred H. Morton, NBC vice-president in charge of television.

HAY-ADAMS HOUSE

In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates these two great names. An ideal location, directly opposite the White House, overlooking beautiful LaFayette Park. Write for free "Guide to Washington."

From $3.50 Single $5. Double

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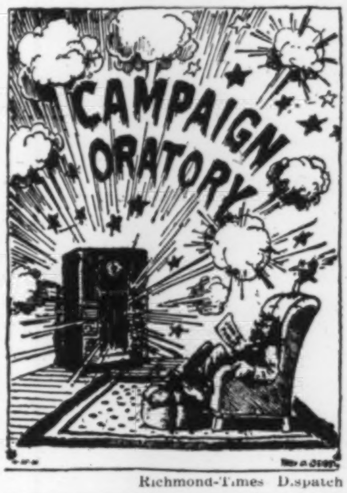
WASHINGTON D.C.

Battle of America



Richmond-Times Dispatch

Expensive Music

REPUBLICANS showed a little red around the necks recently on two occasions. On Oct. 23, when President Roosevelt was using all the networks for a campaign speech, one of the programs cancelled on WOR was a talk by Rep. Bruce Barton, president of BBDO and GOP candidate for Senator from New York. The American Writers for Wendell Willkie, sponsoring the Barton address, had to get busy and secure time for the speech at a later date. Then on Oct. 24, after time had been bought on NBC-Red for a 12-12:30 p. m. speech by GOP Candidate Wendell Willkie from Erie, Pa., his train was late and for the first 14 minutes of the half-hour listeners heard only fill-in organ and piano music —which 14-minute concert cost the Republicans some $4,000.

FCC Changes Foreseen

(*Continued from page 16*)

the National Ass'n of Railroad and Utility Commissioners and by Senator Tobey (R-N. H.).

Along "merit" lines, the names of several FCC attorneys and engineers have been advanced, largely within the industry, for promotions. Chief Engineer E. K. Jett promptly was suggested, but it is believed he would prefer to keep his present executive technical status.

Whatever the outcome of the November elections, it is thought Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee will be a dominant figure in the ultimate selection of the new FCC member. It was Mr. Wheeler's unalterable opposition to Col. Brown rather than the more sensational inquisitorial tactics of Senator Tobey (R-N.H.) which resulted in blocking of the Brown nomination in the Senate Committee. Chairman Wheeler's opposition sprang from Col. Brown's demeanor in his testimony before the Committee, particularly with respect to the Network-Monopoly Inquiry, of which he was acting chairman. Senator Tobey led the onslaught on grounds of qualification, and it was apparent that much of the material he used had been fed from sources inside the FCC known to have been opposed to Commissioner Brown.

Oldest Member

Col. Brown, an Ohio Republican and oldest member of the FCC in point of continuous service, Oct. 15 announced his entry into private practice of law in Washington coincident with the President's acceptance of his resignation with "reluctance". He has joined the law firm of Brewster & Steiwer, Southern Bldg., Washington, taking along with him his administrative assistant, Corwin R. Lockwood, who has been with the FCC for the last four years. He also will be associated with a Cleveland firm.

Col. Brown indicated last year that he might retire at the end of his term on June 30 to enter private law practice, presumably specializing in radio. He was prevailed upon, however, by a number of political friends to continue in office and President Roosevelt renominated him June 5—prior to expiration of his term June 30. There promptly followed the hearings before the Senate Committee and the dizzy sequence which resulted in introduction of a resolution by Senator Tobey to investigate the FCC and radio, along with a penetrating inquiry into the corporate, public relations and other activities of RCA and the financial structure of CBS.

It was after these disclosures, with Col. Brown in the switches, that an agreement was reached in the Committee not to report the Brown nomination at all. Presumably Col. Brown had been advised of this.

Col. Brown joined the original Federal Radio Commission in 1929 as general counsel, after having served as chief counsel of the Federal Power Commission for a brief period. He was appointed to the Radio Commission in 1932 by President Hoover and when the FCC was created in 1934 he was one of the two hold-overs from the former agency. Before coming to Washington he was well known in Ohio politics, having served as Secretary of State and on the State Civil Service Commission. He was vice-chairman of the FCC during the first two years of its existence.

KASPER-GORDON Inc., Boston transcription firm, is recording a series of one-minute dramatized spot announcements for Gioia Macaroni & Spaghetti products, for use in New York State.

Capital, Baltimore Given New Locals

Grants Also Made by FCC to Corpus Christi, Brownwood,

NEW LOCALS in Washington and Baltimore and two new stations in Texas were authorized by the FCC in decisions Oct. 29, bringing to 61 the number of new stations for which construction permits have been issued thus far this year.

Edwin M. Spence, formerly secretary-treasurer of the NAB and recently appointed managing director of the National Independent Broadcasters Assn., is identified with the new Washington station, the second local to be authorized there this year. It will be licensed to Capitol Broadcasting Co., and will operate with 250 watts on 1420 kc. with a 100-watt synchronous amplifier. Stanley Horner, local auto dealer, is president of the company with 100 shares of stock; Dyke Cullum, auto dealer, vice-president, 100 shares; Mr. Spence, secretary-treasurer, 50 shares.

The new station in Baltimore was granted to Maryland Broadcasting Co., and will operate with 250 watts on 1200 kc. resident is Thomas G. Tinsley Jr., Baltimore representative of WTBO, Cumberland; WFMD, Frederick, and WJEJ, Hagerstown, all in Maryland. He holds 50 shares and his wife, Louise McClure Tinsley, is secretary-treasurer with 4,850 shares. W. Warren Corkran owns 100 shares.

New Texas Regional

The new stations in Texas will be located in Corpus Christi and Brownwood.

The Corpus Christi grant went to Nueces Broadcasting Co., and covers 250 watts on 1500 kc. Partners in the enterprise are Charles W. Rossi, oil operator, and Earl C. Dunn, identified with local law enforcement agencies since 1936.

The Brownwood grant adds another newspaper-owned station to the roster. It covers 500 watts fulltime on 1350 kc., and went to a partnership consisting of J. S. McBeath, publisher of the *Brownwood Bulletin;* Wendell Maves, identified with Texas publishing interests; Joe N. Weatherby, auto dealer, and B. P. Bludworth.

The Commission ordered a hearing on the application of Radio Corp., of Annapolis for a new 100-watt outlet on 1310 kc. in Annapolis, Md. The new WINX, Washington, has been assigned to that frequency, and is now preparing to go on the air.

Also ordered to hearing were the rival applications of William D. Hudson and Paducah Broadcasting Co., of Clarksville, Tenn., each seeking 250 watts on 1370 kc.

GENERAL ELECTRIC Co. expects to have the formal dedication of its FM station, W2XOY, Schenectady, which has been operating on a test basis for some time, about Nov. 15.

WOC for Tri-Cities

DAVENPORT • ROCK ISLAND • MOLINE

FREE & PETERS, Inc., National Representatives

Movie Firms and NBC Consider Proposals for Latin Shortwave Series

LUNCHEON meeting of NBC executives and representatives of several motion picture companies to discuss the possible cooperative motion picture sponsorship of a series of shortwave broadcasts to Latin American countries, held in New York Oct. 29, resulted in a suggestion that NBC submit detailed specifications of the type of program that ought to be broadcast, according to Lunsford P. Yandell, director of NBC's international division.

The movie men also asked NBC to discuss with the Hayes office possible relationships of the broadcasts with the activity of the Defense Committee, so that all activities may be tied together.

As originally planned [BROADCASTING, Sept. 15], the series was to combine direct sales presentations for specific stars and pictures with general Hollywood promotion and with entertainment designed to aid in the hemisphere defense program by building goodwill between North and South America. Six and possibly eight major producing companies were to underwrite jointly the cost of the series, which was planned for several half-hour periods weekly.

Attending the luncheon were: Mr. Yandell and John F. Royal, NEC vice-president in charge of new activities and developments; J. R. Hummel and Robert Schless of Warner Bros., Alfred Dean of Paramount; Phil Reisman, RKO; Arnold Picker, Columbia Pictures, and Kenneth Clark of the Motion Picture Producers & Distributors of America (Hayes office).

3 More on Mutual

MBS will have a total of 159 stations when the three Virginia stations—WLVA, Lynchburg, WBTM, Danville, and WSLS, Roanoke—join the network as of Nov. 4. WLVA operates on 1200 kc., 250 watts unlimited power; WBTM, 1370 kc., 250 watts, unlimited; WSLS, 1500 kc., 250 watts unlimited.

Campbell Heads Drive

UNDER the chairmanship of H. Allen Campbell, general manager of King-Trendle Broadcasting Corp., the radio division of the Community Fund Advertising Committee, and WWJ, WJR, WXYZ, WMBC, and WJBK cooperated in a 30-minute program Sunday, Oct. 27. This radio show served as the "kickoff" in the opening drive and featured outstanding local talent.

'Union Now' Discs on 30

CLEARING CENTER for Union Now, division of Federal Union, New York, is now on about 30 stations with its thrice-weekly quarter-hour transcriptions, which urge unity of the six existing democracies and, according to William Larner, radio director, hopes soon to be on over 100 stations throughout the country [BROADCASTING, Oct. 15]. Stations carrying the *Hour for Union Now* sustaining series are KSRO KOVC WCOV WKBZ WELI WARM WBRB WFBG KPAB KGIW WTNJ WOCB WFOR WDSM WIBX WSVA WMIN WESX WLBL WVFW KNET WESX WJMC KYOS WFMJ KLUF WBRW WGRM KLBM WSKB KFRO WALB WCNC WHAI KVFD WGBR.

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PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

PAGE & DAVIS
Consulting Radio Engineers
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A. EARL CULLUM, JR.
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ANY HOUR—ANY DAY
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Special Equipment Designing
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CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

COMBINATION ANNOUNCER - SALESMAN. Give complete details. WHLP, Panama City, Florida.

Experienced Announcer—send full details, salary expected, also picture and transcription if possible. WGCM, Gulfport, Miss.

Experienced Engineer—must be thoroughly capable of taking full responsibility of transmitter. 1000 watt station. Box 32, BROADCASTING.

Announcers, Writers, Salesmen, Operators, Directors—investigate our placement service. Central Registry, Orpheum Bldg., Wichita, Kansas.

Wanted—an experienced program director and announcer who can write copy, also a salesman for CBS 1000 watt station in Central West. Box 21. BROADCASTING.

WANTED—aggressive, experienced salesman. Midwest City 30,000. Drawing account and commission. Enclose snapshot, references, sales record and personal description. Address Box 18. BROADCASTING.

Progressive Midwest NBC station—wants experienced commercial announcer. Prefer young man who has good selling voice and ad lib ability. Position to be filled at once. Only applicants who can appear for audition and interview will be considered. Good starting salary and chance for advancement. Address inquiries to Box 22, BROADCASTING.

Station Managers & Employees—we operate nationally! We have made satisfactory placements in nearly every section of this country with clients in 42 states and two U. S. possessions. Let us help you, too! National Radio Employment Bureau, Box 864, Denver, Colorado.

Situations Wanted

Chief Engineer—15 years exceptional experience. Employed but desire to change. If you are in the need of an experienced man to head your engineering department please communicate with me. Box 19. BROADCASTING.

RCA Graduate—first telephone, second telegraph licenses. Station and ship experience. Desires permanent position at nominal salary. Box 35, BROADCASTING.

Sports Announcer—play by play all sports. Sports commentary. References, recording. Box 25. BROADCASTING.

Station Manager—desires new location in South, Central, Midwest. 7 years experience. Box 28. BROADCASTING.

Engineer—transmitter, studio, control board experience, desires work with reliable progressive station. Box 26, BROADCASTING.

Announcer—capable and creative, desires position. Successful metropolitan experience, commutator, continuity, ad lib. Excellent selling voice. Prefers West. Box 27, BROADCASTING.

Hey! Box 24.BROADCASTING, calling for station interested in corny announcer-gag writer to run laff, fun fest, ad lib shows. 0 years with Fred Allen; ditto Benny. Stea—Writes own stuff. $10,000 a year (or $150 a month). Unquote.

Situations Wanted (Continued)

Newscaster — experienced. Prepares own material. Also write continuity, sell time. Moderate salary. Locate anywhere. Box 34, BROADCASTING.

Announcer-Copywriter-Salesman — young, experienced; available immediately. Have transcription. Excellent references. Box 31, BROADCASTING.

Experienced Salesman—Account Executives—interested in promising sales job or commercial managers position. Formerly with 50 KW station. Presently employed. Send data on station and market in first letter. Box 23, BROADCASTING.

General Manager radio station with network affiliation, preferably in the East. Now employed network station in Southwest and desires to go to larger market. Successful record of station management since 1927. Box 29, BROADCASTING.

Wanted—radio station who can use talented individual with radio personality. Announcer, actor, writer, and full of profitable ideas. Sincerely seeks experience, and desires position. References and other information upon request. Box 30, BROADCASTING.

Making Money?—if not, why not? Avail yourself of a go-getter manager for that new or rundown station, on a percentage basis—for your protection, "No work, no pay". Experienced in sales, merchandising, promotion and production. Can arrange staff for efficient, economic operation. Box 33, BROADCASTING.

Engineer Press Operator—employed, ten years broadcast and marine desires change. First class radiotelephone and radiotelegraph. Transmitter, control room, maintenance. Box 20, BROADCASTING.

Chief Engineer—exceptional qualifications with wide experience and good education. Employed. Married. Desire change. Box 36, BROADCASTING.

For Sale

FOR SALE—radio station, 250 watts, unlimited time, new RCA equipment all the way, 310 foot Truscon tower, new building containing studios. For particulars, write J. J. Mangham Jr., Lakeland, Georgia.

1000 Watt, High Fidelity, Western Electric 353-B1 Transmitter—complete with tubes. Includes 12-B transmitter and 71-A 1000 watt amplifier, uses 279-A air cooled tubes in final. Now operating and in perfect condition. Price new $11,500.00. Selling because of increase in power. Available in few months. A bargain. For complete details write KELA, Centralia, Washington.

Wanted to Buy

Wanted to Buy—established broadcasting station, local or regional, in any section of country. Buyer thoroughly acquainted with radio business and responsible financially. Box 37, BROADCASTING.

Network Accounts

All time EST unless otherwise indicated.

New Business

REMINGTON RAND Co., New York (electric razors and typewriters), on Oct. 30 starts *Newsroom of the Air* on 26 NBC-Red Stations, Wed., 7:15-7:30 p.m. Agency: Leeford Adv. Agency, N. Y.

UNITED AIR LINES, Chicago, on Oct. 23 started *Boake Carter* on 10 MBS stations, Mon., Wed., Sat., 8:30-8:45 p.m. Agency: N. W. Ayer & Son, N. Y.

GENERAL FOODS Corp., New York (Postum), on Nov. 11 starts for 52 weeks, *Second Wife*, on 7 CBS Pacific Coast stations, Mon. thru Fri., 4-4:15 p.m. (PST). Agency: Young & Rubicam, N. Y.

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grands), on Jan. 3, 1941, starts *Happy Birthday to You* on 70 NBC-Blue stations, Fri., 9:35-10 p.m. Agency: Weiss & Geller, N. Y.

LUDEN'S Inc., Reading, Pa. (menthol cough drops), on Oct. 15 started for 20 weeks *Elmer Davis*, news analyst, on 7 CBS Pacific Coast stations (KNX KSFO KARM KOIL KVI KIRO KFPY), Tues., Fri., 5:55-6 p.m. (PST). Agency: J. M. Mathes Inc., N. Y.

SMITH BROS., Poughkeepsie, N. Y. (cough drops), on Nov. 17 starts for 16 weeks *Knox Manning*, news commentator, on 7 CBS Pacific Coast stations, Sun., 8:25-8:30 p.m.; Tues., Thurs., 7:55-8 p.m., and Thurs., 9:25-9:30 p.m. Agency: J. D. Tarcher & Co. N. Y.

GENERAL FOODS Corp., New York (Postum) on Nov. 11 starts *Second Wife* on 7 CBS Pacific stations, Mon. thru Fri., 4-4:15 p.m. (PST). Agency: Young & Rubicam, N. Y.

L. O. GROTHE Ltd., Montreal (St. Regis Tobacco), on Oct. 22 started *Les Chevaliers St. Regis* on 5 French Canadian Broadcasting Corp. stations, Tues. & Thurs., 7:15-7:30 p.m. (EDST). Agency: Canadian Adv. Agency, Montreal.

ST. LAWRENCE STARCH Co., Toronto (corn starch), on Nov. 2 starts *N.H.L. Hockey Players* on 36 Canadian Broadcasting Corp. stations, Sat., 7:15-7:30 p.m. (EDST). Agency: McConnell-Eastman Co., Toronto.

IMPERIAL OIL Ltd., Toronto, on Nov. 2 starts National Hockey League broadcasts on 39 Canadian Broadcasting Corp. stations, Sat., 9-10:30 p.m. (EDST), in Quebec on 5 French CBC stations, CBM and CFCF Montreal; CKCV, Quebec; Thurs. & Sat. Agency: MacLaren Adv. Co., Toronto.

CHRISTMAS
Greetings
1940

CHRISTMAS SEALS

Help to Protect Your Home from Tuberculosis

Paley Goodwill Tour

WILLIAM S. PALEY, president of CBS, together with Mrs. Paley and Paul White, CBS director of public affairs, and Edmund Chester, who recently rejoined the network as director of broadcasts to foreign countries, plan to leave Nov. 8 for a month goodwill tour through South America, the first such tour CBS has made. The entire journey will be made by plane.

CANADA STARCH Co., Toronto (corn syrup), on Oct. 3 started *What Would You Do?* on CFRB, Toronto; CFCF, Montreal; CKCO, Ottawa; Thurs. 8:30-9 p.m. Agency: Vickers & Benson, Toronto.

MAHER SHOE STORES, Toronto (chain stores), on Sept. 23 started *Double or Nothing* on CFRB, Toronto; CFRC, Kingston, Ont.; CFOS, Owen Sound, Ont.; CFCH, North Bay, Ont., Mon., 9:30-10 p.m.

WOODHOUSE & Co., Montreal (furniture), on Sept. 27 started *L'Heure Woodhouse* on CKAC, Montreal; CHRC, Quebec; Fri. 8:30-9:30 p.m. Agency: Canadian Broadcast Co., Montreal.

LOWE BROS. Co., Toronto (paints), on Sept. 22 started *Musicolor Clues* on CFRB, Toronto; CKCO, Ottawa; CFCL, London, Ont.; CFCO, Chatham, Ont., Sun., 5:45-6 p.m. Agency: J. J. Gibbons Ltd., Toronto.

S. M. FRANK & Co., New York (Medico pipes), on Oct. 19 started for 6 weeks, *Reid Kilpatrick, Sportscaster*, on 5 Pacific Coast Don Lee stations (KHJ KFRC KALE KOL KMO), Sat., 5:30-5:45 p.m. (PST). Agency: E. T. Howard Co., N. Y.

PARAMOUNT PICTURES, New York (Movie, "World in Flames"), on Oct. 24 only sponsored a broadcast about the film on 150 MBS stations, Thurs., 10:15-10:30 p.m. Agency: Buchanan & Co., N. Y.

PARAMOUNT PICTURES, New York ("The World in Flames", movie), on Oct. 26 only sponsored a news program on 116 CBS stations, 7:45-8 p.m. (reb. 11:30-11:45 p.m.). Agency: Buchanan & Co., N. Y.

Renewal Accounts

PET MILK SALES Corp., St. Louis (evaporated milk), on Oct. 29 renewed for 52 weeks *Mary Lee Taylor* on 65 CBS stations, Tues., Thurs., 11-11:15 a.m. (Reb. 1:45- 2 p.m.). Agency: Gardner Adv. Co., St. Louis.

BATHASWEET Corp., New York (Bathasweet), on Oct. 15 renewed for 52 weeks *Bob Garred Reporting* on 6 CBS West Coast stations, Tues., Thurs., 7:30-7:45 a.m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

WILLIAM WRIGLEY Jr. Co., Chicago (gum), on Nov. 4 renewed for 52 weeks *Scattergood Baines* on 75 CBS stations, Mon. thru Fri. 4:45-5 p.m. (CST). Agency: Neisser-Meyerhoff, Chicago.

The Northwest's Best Broadcasting Buy

WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS TRIBUNE and TIMES TRIBUNE.

FREE & PETERS, INC. — Natl. Rep.

L. H. Whitten Is Named Graybar Sales Manager

APPOINTMENT of L. H. (Lew) Whitten, manager of the Washington, D. C. office of Graybar Electric Co., as general communications sales manager, headquartering in Washington, was announced Oct. 30 by D. H. O'Brien, Graybar general sales manager. J. H. McDonnell, formerly line material and supply specialist at Philadelphia, has been named acting manager of the Washington branch of Graybar, sales agency for Western Electric.

Other Graybar personnel changes include L. O. Fryer, formerly San Francisco sales manager, as member of the general sales department, with the title of secretary to the General Sales Committee; J. R. Ernest, sales statistician who on Nov. 15 leaves the General Sales Department to become assistant to the general sales manager; Frank J. Saffer, named manager of the Omaha branch replacing A. D. Barber, who retires Nov. 1; E. C. Fox, formerly city salesman, as sales manager of the Miami branch office.

Jackson to CBS Chicago

HENRY M. Jackson, for four years sales manager of the CBS office in San Francisco, on Oct. 28 was appointed sales manager of the Radio Sales division, CBS, Chicago, according to J. Kelly Smith, CBS general sales manager. Born in San Francisco, he attended U of California, joined the KYA sales staff in 1930; left radio to enter the agency field; joined KFRC, San Francisco in 1934; holds a first class commercial operator's license and owned an amateur station on the Coast.

MBS has signed an exclusive contract with Leopold Stokowski and Eugene Ormandy, directing the Philadelphia Orchestra, for a series of 13 Friday concerts, 3:15-4:15 p.m., starting Nov. 8. The series will be heard sustaining on over 160 stations, with Norris West as commentator. The WIP engineering staff will handle technical details.

GROVE LABORATORIES, St. Louis (Bromo Quinine), on Oct. 27 added two NBC-Blue stations to *The Adventures of Sherlock Holmes* making a total of 53 Blue stations, Sun., 8:30-9 p.m. Agency: Russel M. Seeds Co., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Dreft, Duz), on Oct. 21 added 19 NBC-Red stations to *Lone Journey* making a total of 45 NBC-Red stations, Mon. thru Fri., 5:15-5:30 p.m. Agency: Blackett-Sample-Hummert, Chicago, while Compton Adv., New York, handles commercials for Duz in the East.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Wings King Size cigarettes), on Nov. 1 adds 7 NBC-Red stations to *Wings of Destiny* making a total of 72 Red stations, Fri., 10-10:30 p.m. Agency: Russell M. Seeds Co., Chicago.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Oct. 31 added 2 NBC-Blue stations to *Pot O'Gold* (Tums) making a total of 95 Blue stations, and two stations to *Fame & Fortune* (NR Tablets) making a total of 89 Blue stations, Thurs., 8-9 p.m. Agency: Stack-Goble Adv. Agency, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Oct. 21 added 25 NBC-Red stations to *Life Can Be Beautiful*, making a total of 42 NBC-Red stations, Mon. thru Fri., and shifted from 5:15-5:30 p.m. to 5:45-6 p.m. Agency: Compton Adv., N. Y.

Efficiency!

IN TWO NEW HALLICRAFTER RECEIVERS

Both designed to government specifications. Model S-27 (left) is the first general coverage UHF receiver providing reception of both Amplitude and Frequency modulated signals. (27 to 145 Megacycle coverage).

The new Model SX-28 (right) is a 15 Tube general purpose communication receiver incorporating the latest technical advances. Each sells for less than two hundred dollars.

the hallicrafters inc.
CHICAGO, U. S. A.

Used by 33 Governments
Sold in 89 Countries

Studio Notes

WABC, New York, since Oct. 21 has been signing on the air for the day at 6:15 a.m. instead of 6:30 a.m. as heretofore. Reason for the change was the sale to Peter Paul Inc., Naugatuck, Conn., of an *Early Risers' News* programs Mondays, Wednesdays and Fridays, 6:30-6:35 a.m., thus pushing up the program summary for the day to 6:15-6:20 a.m. and allowing for a ten-minute musical period prior to the news. The series on a 52-week contract is heard for Mounds candy and Twin Crown Charcoal gum, through Platt-Forbes, New York. News is heard sustaining in that period the other three mornings of the week.

TO ENLARGE its listener group of housewives for the recorded version of *Life Can Be Beautiful* on WOR, Newark, Procter & Gamble Co., Cincinnati, has shifted the Ivory Flakes show from the 8:45 a.m. period to an evening period, 10:30-10:45 p.m. Also on WOR, the company has started a recorded version of *Kitty Keene*, heard in the interests of the new laundry soap Duz, in the 8:45 a.m. spot. Both programs are heard Mondays through Friday on WOR, through Compton Adv., New York, as well as live on NBC-Red.

TAKING the best advice of Horace Greeley, Phillip Morris' Johnny really went west, joining the Montana Cowboys' Assn. On a recent visit to KFBB, Great Falls, Johnny was made an honorary member and invited to represent Phillip Morris at its convention. Following the formal initiation, Johnny presented a smoker in KFBB's studios.

Oil Brings Gold to ILLINOIS

Oil gushers are daily increasing the wealth of the already rich WSOY area. Oil, soy beans, abundant grain crops and hundreds of manufacturing plants give this area ALL the characteristics of an active, responsive test market.

250 WATTS • 1310
FULL TIME

Sears & Ayer, Nat'l Reps.

DECATUR, ILLINOIS

WSOY

HAROLD H. MEYER, manager of KYA, recently consummated a deal with the *San Francisco Examiner* whereby the newspaper sponsors a *Behind the Scenes in Opera* six days a week throughout the current San Francisco opera season, designed to give the listener interesting but little known facts about the production of grand opera. The program includes interviews with opera stars, featured vocalists, conductors, ballet dancers and other personalities. In addition a thumb-nail preview of the opera to be sung each night is given, along with notes on the socialites to be present that night. Al Zitcer, KYA music producer, is conducting the interviews and Eric Boden supplies the previews. A second salute to the local opera season comes during the *KYA Morning Concert*, when excerpts and arias from the various operas are broadcast.

WGPC, Albany, Ga., inaugurated its new 250-watt transmitter Oct. 15 with an "open house" at which Manager A. T. Spies and Mrs. Spies, who is office manager, played hosts. A special edition of the *Albany Journal* was published for the occasion.

WLS, Chicago, honored one of its oldest advertisers Oct. 18 when the *Barn Dance* crew headed by Program Director Harold Safford presented Jim Murphy, president of Murphy Products Co., Burlington, Wis. (livestock and poultry feeds), with a riding saddle as an anniversary present commemorating Murphy's 20th year in business and his tenth year as a WLS advertiser. Murphy has been a Barn Dance sponsor for the last six years with the *Murphy Barnyard Jamboree* headlining comedian Pat Buttram.

WCKY, Cincinnati, is cooperating with the local Boys' Hobby Week Committee, sponsoring Hobby Fair exhibits in various Cincinnati schools, by sending its "Studio Plane" to the schools from Oct. 28 through Nov. 1, transcribing broadcasts which are aired one hour after they are recorded.

WJHP, Jacksonville, Fla., on the air only three months, has enlarged its quarters to provide additional space for the sales department. The WJHP sales force consists of Ira Doger, manager, Royce Powell, C. D. Taylor and Ted Chapeau.

WHB, Kansas City, for the 3,000th performance of its daily *Staff Frolic* Oct. 18 called back its original m.c., Les Jarvies, to conduct the anniversary program. Jarvies, at present m.c. of the *Dinner Bell* on KFBI, Wichita, Kan., launched the *Staff Frolic* in July, 1930, and continued directing the show for 10 years until joining KFBI.

WCKY, Cincinnati, recently observed National Pharmacy Week with special broadcasts by druggists from Southern Ohio and Northern Kentucky. Harold Freking, executive secretary of the Ohio Valley Druggists Assn., and Herman Schuler, past president of the Kentucky State Pharmaceutical Assn., handled the programs on WCKY.

FOUND: $348 LOST SENDING TELEGRAMS!

Last year a certain firm (name on request) saved $348 on telegrams by having Postal Telegraph survey telegraph costs! Let this free telegraph cost analysis work for *you*. It uncovers huge waste, and provides easy-to-follow plan to *stop* it!

WIRE COLLECT:

For information about free telegraph cost analysis —wire collect: J. J. O'Donnell, Postal Telegraph, 253 Broadway, N. Y. C. No obligation.

Postal Telegraph

Round & Round

THE "music went round and round" on the 7 a.m. program of CFRB, Toronto, on Oct. 23, when Announcer Al Savage was locked out of the studio by a gust of wind. Al had left the studio while a record was playing, to get the temperature reading from a thermometer on the fire escape, as was his custom. A draft blew the patent firedoor shut, leaving Al locked out on the wrong side of the door. Though he pounded on the door with a flashlight it was sometime before the control-room engineer heard him, and in his confusion to rush to the door to let Al in, he started the same recording over again.

NILES TRAMMELL, NBC president, speaks on a broadcast Nov. 1 marking the 15th anniversary of the WGY *Farm Forum*. Other speakers are Charles E. Wilson, president of General Electric Co.; E. A. O'Neal, president of the American Farm Bureau Federation; Ed W. Mitchell, WGY farm adviser; and Wheeler McMillen, editor of the *Farm Journal*. Also on Nov. 1 Frank Mullen, NBC vice-president, will speak on NBC's *National Farm & Home Hour* in a special tribute to WGY.

KSTP, St. Paul, cooperating with three civic groups, on Nov. 9 officially starts a 26-week series of Saturday night barn dances in the St. Paul Municipal Auditorium. The shows, billed as *KSTP's Sunset Valley Barn Dance*, are designed to play up the city as a visiting spot for country folks, and are under joint auspices of the station, the *St. Paul Dispatch-Pioneer* Press, the Auditorium and the St. Paul Assn. of Commerce. David Stone, formerly of WSM, Nashville, produces and conducts the shows.

WILLIAM D. PABST, general manager of KFRC, San Francisco, has announced that plans for the revision of the studio facilities in the Don Lee Bldg., are now under consideration.

CBS has announced that the address of its London office has been changed from 14 Langham Place to 11 Portland Place. The cable address remains Columbia London.

MUSEUM OF SCIENCE & Industry, Chicago, and the American Museum of Natural History, New York, have joined with the NBC-Blue network in presenting a weekly quarter-hour program *Man and the World*, a dramatic panorama of scientific discovery, exploration and research. Origination of the programs alternates in Chicago and New York, the first program originating Oct. 26 in Chicago.

JUDITH WALLER, educational director of NBC, Chicago, will again be in charge of the seasonal weekly half-hour *Music and American Youth* program starting Nov. 3, 10:30-11 a.m., on NBC-Red. The series, under the auspices of the Music Educators' National Conference, will originate in various U. S. cities, where representative concerts will be offered by vocal and instrumental groups of high school and college students.

THE *PHILADELPHIA RECORD*, in a swap deal with WFIL, Philadelphia, inaugurated on Oct. 26 a weekly 15-minute dramatization based on the three crime-fighting comics carried in a Sunday special comic book section. Each Saturday, the program will alternate between "The Spirit," "Lady Luck," and "Mr. Mystic," comprising the Sunday comic special. Although every newspaper in the city has special swap deals with every station, the *Record* is the first to tie in a regular newspaper feature with a regular air show, all others using the time for institutional and spot campaigns.

WPTF, Raleigh, N. C., has started construction of its new 50,000-watt transmitter plant, which is expected to be ready for operation in January. The station also will occupy new studio quarters in the 15-story Durham Life Insurance Co. Bldg., which is now being constructed by the station's parent company. The structure, one of the largest buildings in North Carolina, incorporates space for WPTF studios and offices on the second and third floors. The station moved to temporary quarters in July in order to allow destruction of the building it had occupied for more than 15 years, prepartory to building the new structure.

FIVE Twin City radio stations on Oct. 13 pooled their talent and facilities for a half-hour program in behalf of the Minneapolis Community Fund and the St. Paul Community Chest. Originated at WCCO, the feature was carried by WCCO, WTCN, KSTP, WMIN and WLOL. In addition to brief messages by civic leaders, the program presented Amanda Snow, Flo Seidel and June Hawkins as vocal soloists, a chorus and orchestra. Announcers were Bob DeHaven, WTCN; Bob Murphy, KSTP, and Clellan Card, WCCO.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, has arranged a series of social events for the station's staff to improve employer-employe relationships. The first affair of the season was a dinner dance Oct. 26 at the Poor Richard Club, the station personnel providing the entertainment.

SPECTATORS flocked to a special studio installed by WFAA-KGKO, Dallas, on the grounds of the State Fair of Texas, held annually in Dallas. A total of 91 programs were broadcast from the fair grounds, with an additional 34 shows presented for studio audiences during the 16-day period.

KMBC, Kansas City, was host at a banquet in Hollywood early in October for the cast of the new *Circle-G Ranch* program. CBS officials and Lennen & Mitchell Agency representatives. The dinner celebrated the initial broadcast by Martha Mears and the KMBC Texas Rangers in the series, sponsored by P. Lorillard Co. (Old Gold cigarettes) on CBS-Pacific and on a spot basis throughout the country.

WIBW, Topeka, in addition to ear-by-ear coverage of the Kansas Cornhusking Championship Oct. 23, remoted from Washington, Kan., originated two shows, featuring 30 WIBW entertainers, from the field in which the contest was held. With Chief Engineer Karl Troeglen handling the controls, ad lib descriptions were given by Announcers Hilton Hodges, Gene Shipley and Elmer Curtis.

WIND, Gary, Ind. on Oct. 27 carried a special hour broadcast in connection with the inauguration of the Indiana State Prison's new radio system. The broadcast, which originated in the newly-built studios of the prison, consisted of interviews with the warden, departmental supervisors, and inmates and the prison band and orchestra performed.

WBZ, Boston, on Oct. 26 opened National Apple Week in Massachusetts with a special *Big Apple* broadcast, open to the public at an admission fee of one or more apples. The piles of apples collected at the door were donated to the Burrough's Newsboys' Foundation to be distributed to needy families.

WDAS, Philadelphia, in order to publicize the new frequency of the station when it changes over next March, has had Joseph Schreibman, station's musical director, write a new theme song titled "1400 on the Dial." To avoid any confusion on the part of listeners, the station program department has restricted the playing of "920 in the Books," a popular swing selection, and any other song with figures in the title so as not to confuse the listener.

CKGB, Timmins, Ont., on Oct. 14 celebrated the official opening of the new Thompson Bldg., which houses CKGB studios, with an open house and public dance. Over 8,000 persons visited the new studios, and in the evening more than 3,000 attended the dance given at McIntyre Arena.

A. D. WILLARD Jr., general manager of WJSV, Washington, on Oct. 14 started a series of 15 lectures on radio he is giving during the fall semester to U of Maryland students. The course is conducted jointly by Mr. Willard and Dr. Ray Ehrensberger, head of the university's speech department. Some class meetings are being held in WJSV studios, others in the specially-built studio classrooms on the campus.

KFAR, Fairbanks, Alaska, observed its first anniversary by turning over an entire day's schedule of microphone work to 76 of its sponsors, who conducted their own programs, recited their own commercials.

KFRC, San Francisco, recently subscribed to Associated Press news service and has had teletype printers installed in its studios. It also receives the services of International News Service.

WAHL Co., Chicago, will keep the CBS Eversharp *Take It Or Leave It* on tour through the Nov. 24 broadcast. Remaining schedule is: Nov. 3, Pittsburgh; Nov. 10, Washington; Nov. 17, Philadelphia; Nov. 24, Boston.

THE *Remar Hostess Room* on KROW, Oakland, Cal., was highly recommended at the National Convention of Quality Bakers held recently in New York, by Ray W. Morris, advertising manager of the Remar Baking Co. of Oakland. He analyzed the program's feminine appeal and stated that invitations to the broadcast, which originates in the bakery's hostess room, have already been accepted for the next nine months.

WTAM, Cleveland, and Manager Vernon H. Pribble on Oct. 12 played host at a buffet supper to 150 delegates to the Mid-West Intercity Conference on Women's Advertising Clubs, held Oct. 12-13 in Cleveland. The evening meeting featured a quarter-hour roundtable broadcast. Jane Weaver, director of women's activities at the station, was hostess.

KENNETH DOWNS, foreign correspondent, recently returned to the United States, has made several appearances during October before Midwest civic clubs under auspices of WLW, Cincinnati. Downs was chief of the INS bureau in Paris when France fell and later was appointed chief of the INS Western front correspondents.

KGFW, Kearney, Neb., recently conducted a successful campaign to secure funds to purchase an "iron lung" for the city. Cooperating with the local volunteer fire department, the station started a special program schedule at 1:30 p.m., concluding at 9:30 p.m. the same day, and raised more than $2,400. The fund appeal averaged more than $250 per hour. The "iron lung" fund of $2,050 was over the top by 8:30, and the remaining collections during the next hour were used to purchase accessories and appliances for safety work.

The Pioneer Voice of Kansas
KFBI
WICHITA
5000 WATTS
1050 Kc.

THE DOUBLE FAD hit radio sales promotion during the annual dinner dance of the Cincinnati Retail Grocers' Assn., Oct. 16. WSAI gave away Crosley radio sets in a novel contest. Each participant was given a number card, worn necklacewise. Those who spotted their identical number on another person won radios. The cards were printed "Find Your WSAI Double." Above are (l to r) Dick Ruppert, WSAI sales promotion manager; Mrs. Helen Schneider, wife of a bakery superintendent; Bill Barlow, WLW-WSAI publicity department; Stanley McGinnis Jr., grocer; Dewey Long, WSAI general manager.

WOW, Omaha, has announced an arrangement whereby the entire Nebraska State Tabulating Bureau of United Press will operate in the WOW studios as part of elaborate plans for broadcasting election returns Nov. 5. General Manager John J. Gillin Jr. estimated that 150 people would be employed in the bureau election night.

TEXAS QUALITY NETWORK stations early in October started an extensive radio education project, *Texas School of the Air*. The broadcast programs, directed by John Gunstream, deputy state superintendent of schools, are aired from five different points in the State Mondays through Fridays of each week.

WGNC, Gastonia, N. C., in mid-October carried a special "surprise" birthday broadcast observing the 60th anniversary of the *Gastonia Gazette*. During the program prominent local citizens paid tribute to the newspaper and its management. Commenting on the program, marking the first *Gazette* publicity given the station since it went on the air in March, 1939, the paper in both its news and editorial columns cited the courtesy and cooperation of Floyd C. Todd, owner of the station, and its manager, Pat McSwain.

WMAQ, Chicago, on Oct. 19 for the third consecutive year resumed the weekly half-hour *High School Student Party* under the auspices of the Radio Council of the Chicago Board of Education. Talented high school students from different Chicago and suburban high schools appear on the weekly broadcasts. Youngsters who can sing, tap dance, whistle, recite, tell of an interesting personal experience or present any novelty entertainment will participate. In addition, Everett Lande, of the Radio Council, presents a weekly news period, presenting information about high school life and students. An added feature of the first broadcast was the singing of the Chicago Teachers' College chorus.

WDZ, Tuscola, Ill., participated in the recent Tuscola *Corn Carnival*, sponsored by the Kellogg Co., Battle Creek, Mich. (Corn Flakes), and the Tuscola Chamber of Commerce. The festivities, which lasted a full day, included corn sample contests, a queen contest and other entertainment. Each visitor was given free Kellogg's Corn Flakes, McLaughlin's Manor House Coffee and Sawyer's Butter Cookies. A huge platform was erected in the middle of the town and most of WDZ's programs throughout the day originated from the street. Merchandise tieups were made by the Kellogg Co. and the American Corn Millers Federation, with spots on WDZ preceding the Carnival.

BERT HALL, veteran aviator of three wars and author of three books on military aeronautics, analyzes air tactics in the European war and comments on U. S. air defense in a weekly series on WINS, New York.

KYW, Philadelphia, has increased its broadcasting day by opening the station a half-hour earlier at 5:30 a.m., opening with John Thorpe's farm program and continuing until 1 a.m. WCAU earlier in the month increased its schedule to 21 hours, opening an hour earlier at 5 a.m. until 2 a.m. next morning.

KINY, Juneau, Alaska, recently dedicated its new studios, including in the dedication broadcast a transcribed salute from WRVA, Richmond. Walter Bishop, WRVA public relations director, recorded the station's felicitations, along with music by Sunshine Sue & Her Rangers, WRVA and MBS performers. The salute results from the long-standing friendship between Ed Kraft, Seattle advertising executive who owns the Alaskan station, and Barron Howard, WRVA business manager.

SCRIPT LIBRARY, New York, division of Radio Events, announces that KROC, Rochester, Minn., is the 138th station to present the daily *Family Almanac* script. WTAD, Quincy, Ill., on Oct. 21 started daily presentation of the Library's *Crime Quiz*, now on 111 stations.

KPO and KGO, San Francisco, received honorable mention in the announcement of 1940 direct mail awards by the Direct Mail Advertising Assn.

JOE KELLY, m.c. on the *WLS National Barn Dance* and *Quiz Kids*, has returned to his *Pet Pals* program on the Chicago station for Little Crow Milling Co., Warsaw, Ind. (Coco Wheats). The show is broadcast 7:45-8 a.m. Tuesday thru Saturday, and has been on WLS five years for the same sponsor. Account is placed through Rogers & Smith, Chicago.

KROD, El Paso, Tex., on Oct. 17 carried a remote broadcast of the dedication ceremonies of the monument to the Prince of Peace from the 5,000-foot peak of Mount Cristo Rey on the Texas-New Mexico-Mexico border. Chief Engineer Edward P. Talbott ran a 1,000-foot line to the mountaintop with cooperation of the Army Signal Corps of Fort Bliss.

ARMY & NAVY Cigarette Fund drive for Canadian soldiers overseas conducted on CJOR, Vancouver, B. C., has raised enough money in dimes to buy a half-million cigarettes. The fund is promoted by the Army & Navy Department Stores, Vancouver, during its daily half-hour program over CJOR. For each dime contributed by the audience the sponsor adds another. Madeleine Carroll, motion picture star, recently appeared on the program.

WPID, Petersburg, Va., on Oct. 25 sponsored a public demonstration of television, employing the touring Farnsworth mobile unit. An 8 a.m. to 10 p.m. schedule of visual broadcasts were presented from a studio constructed at Kent's Inc., local furniture store.

THE Nov. 5 *Look* Magazine carried several pages of pictures describing the functions and technique of the *University of Chicago Round Table*, weekly educational feature on NBC-Red. Featuring pictures of actual discusions around the triangular table, taken during the warm-up period and actual broadcast, the magazine also announced that the *Round Table* has been added as a new editorial feature to bring important controversial issues to the attention of its readers through picture presentation of discusions by guest experts.

NATHANIEL SHILKRET, starting Nov. 9 will lead the WGN concert orchestra and augmented chorus in the regular Saturday night operettas presented by the *Chicago Theater of the Air* on WGN-Mutual. Shilkret assumes the position of Henry Weber, musical director of WGN, Chicago, who will be occupied with his duties as artistic director of the Chicago Opera Company.

WLW and WSAI, Cincinnati, on Oct. 28 started construction of new offices for the business departments of both stations on the sixth floor of the Crosley Bldg. Construction is expected to be completed in a month. The new office will occupy 15,000 square feet of floor space and will accommodate the administrative, sales, promotion, merchandising, publicity and program departments. Seven new studios also are to be built on the eighth floor of the building, where offices and studios now are located.

WLWO Afire

FORCED off the air for 24 hours, WLWO, the newly-dedicated Crosley international shortwave station in Cincinnati, resumed its broadcast schedule Oct. 21 after a fire the evening before had almost completely destroyed the tuning house. The station returned to the air after temporary repairs were made on the tuning apparatus. Permanent replacement of damaged equipment is expected to take sevral weeks. The metal tuning house is located at Mason, O., north of Cincinnati, at the site of the WLW and WLWO transmitters. Sheriff William Hufford and insurance investigators are looking into the cause of the fire, meantime assigning three extra guards to the broadcasting property. Pending permanent repairs the station is operating on 9590 kc.

Sawyer Stations Reorganize

THE TWO Charles Sawyer stations in Ohio—WING, Dayton, and WIZE, Springfield—underwent a complete reorganization in October, with Mr. Sawyer becoming president of both, suceeding Stanley Krohn at WING and Abe Gardner at WIZE. Ronald B. Woodyard, general manager of both stations, was elected vice-president of each station. Gertrude Ansel, of Cincinnati, was elected secretary of WING, succeeding Mrs. Stanley Krohn. Edward Merkel, Cincinnati attorney, is secretary and Rudolph Klemper is treasurer of WIZE. Mr. Sawyer recently acquired control of WING and started WIZE as a new station. He is a Cincinnati attorney, who is vice-president and general counsel of the Crosley Corp., counsel of Procter & Gamble and owner of a string of Ohio dailies and weeklies.

STAR RADIO PROGRAMS, New York, has announced its fifth annual Christmas series, *Christmas Tree of 1940*, complete in 25 half-hour scripts. Written by Lawrence N. Marks, the programs are live presentations and require one man for production. As a subscription feature, 100 special lead-in commercial announcements, titled *Christmas Quiz*, are included.

KTHS, Hot Springs, Ark., has been added to the list of stations now using AP news on a full-time commercial basis.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 12 TO OCTOBER 30, INCLUSIVE

Decisions . . .

OCTOBER 16

NEW, Hampden-Hampshire Corp., Holyoke, Mass.—Granted CP 1370 kc 250 w unl.

KFKA, Greeley, Col.—Granted mod. license increase N to 1 kw, 880 kc Sh.—KPOF.

WSPA, Spartanburg, S. C.—Granted CP directional N, increase to unl., move trans., 1 kw on 920 kc.

KVIC, Victoria, Tex.—Granted mod. license increase N to 250 w.

WGOV, Valdosta, Ga.—Granted mod. license increase N to 250 w.

WWJ, Detroit—Granted CP increase N to 5 kw directional.

WIND, Gary, Ind.—Granted CP increase N to 5 kw, change directional antenna.

WIS, Columbia, S. C.—Granted CP change directional N, increase to 5 kw.

WBAX, Wilkes-Barre, Pa.—Set for oral argument 11-21-40 proposed findings re applic. license renewal.

WLWO, Cincinnati—Granted mod. international license for unl. time on 9590 kc. and addition of 11,710 and 15,250 kc, deletion of 11,870 kc.

CBS, New York—Granted 15,270 kc for new station at Brentwood, N. Y., Sh.—WCBX and WCAB.

WRUL, WRUW, Boston—Granted mod. license to delete 15,250 kc and add 15,350 and 17,750 kc.

MISCELLANEOUS — WCAB, Newton Sq., Pa., granted extension effective date rules governing international stations, to 1-1-41; WQAM, Miami, dismissed petition for III-A classification; WHCU, Ithaca, N. Y.; granted reconsideration and grant without hearing of applic. renewal of license and ordered hearing be cancelled; WSBT South Bend, Ind., amended minute entry of 10-1-40 grant to show time as unlimited instead of Sh.-WGES.

OCTOBER 17

WGY, Schenectady—Granted in part motion to continue hearing until after 1-1-41 re applic. renewal of license.

OCTOBER 18

WCSC Charleston, S. C.—Granted petition for dismissal without prejudice of applic. CP 1360 kc 1 kw unl.

NEW, Thomas J. Watson, Endicott, N. Y., granted change in applic. to 1420 kc.

WWL, New Orleans—Granted postponement renewal hearing 30 days from 11-12-40.

OCTOBER 23

WJAR, Providence—Granted CP increase to 5 kw, move trans., new antenna.

KARK, Little Rock, Ark.—Granted CP increase N to 5 kw, change antenna.

WMMN, Fairmont, W. Va.—Granted CP increase N to 5 kw, change antenna.

WBAA, W. Lafayette, Ind.—Granted CP increase to 1-5 kw 890 kc unl.

WBRY, Waterbury, Conn.—Granted CP new trans., change antenna, increase to 5 kw unl. 1530 kc.

KFUN, Las Vegas, Nev.—Granted mod. CP increase N to 250 w.

KENO, Las Vegas—Granted mod. CP re trans., antenna, increase N to 250 w.

WTJS, Jackson, Tenn.—Granted CP increase to 1 kw, change to 1360 kc.

KLPM, Minot, N. D.—Granted mod. license increase N to 1 kw.

KFOR, Lincoln, Neb.—Granted mod. CP as mod. to move trans., change antenna, increase N to 250 w.

KPRC, Houston—Granted CP directional N, increase to 5 kw unl.

WTAW, College Station, Tex.—Granted CP new trans., increase D to 1 kw.

KFEL, Denver—Granted CP increase to 5 kw unl., new trans., directional.

WPEN, Philadelphia—Granted CP new trans., increase to 5 kw directional N.

KOMO, Seattle—Granted CP directional, increase to 5 kw unl.

KRNT, Des Moines—Granted CP move trans., new equip., directional N, increase to 5 kw unl.

SET FOR HEARING—KOWH, Omaha, CP change to 890 kc 5 kw unl., asks KUSD, KFNF facilities; KUSD, Vermillion, S. D., CP change to 660 kc 500 w D Sh-KFNF, to be heard with KOWH and KFNF applications; WNAX, Yankton, S. D., transfer control to Iowa Bcstg. Co.; NEW, Pan-American Bcstg. System, Hollywood, Fla., Keys Bcstg. Co., Key West, Atlantic Bcstg. Corp., Miami, Central Bcstg. Corp., Sanford, Seaboard Bcstg. Corp., Tampa, Atlantic Bcstg. Corp., W. Palm Beach, Carl Sholtz, Miami, all seeking new stations.

RENEWAL OF LICENSES—WJHP, Jacksonville, Fla., temporary extension pending renewal applic. and decision; WDAK, West Point, Ga., temporary extension pending further consideration of renewal; WSOO, Sault Ste. Marie, Mich., same.

MISCELLANEOUS — WJHP, Jacksonville, Fla., granted time to answer WMBR rehearing petition, and WMBR granted to 10-25-40 to answer; WOAI, San Antonio, denied rehearing petition; WGY, Schenectady, granted reconsideration and grant without hearing applic. for license renewal, hearing cancelled, and applic. renewal granted; NEW, Findlay Radio Co., Findlay, O., dismissed protest and request for rehearing asking reconsideration of action 7-16-40 granting applic. Marion Bcstg. CP new station; WCLS, Joliet, Ill., dismissed petition asking waiver of Sec. 1.368 and applic. modif. license; ordered applic. mod. CP be granted insofar as it asks 1310 kc unl. without prejudice to later consideration of remainder of request, and license modified to unl.; WARM, Scranton, Pa., set for hearing applic. for license new station 1370 kc 250 w unl., CP authorized 1-26-40; WPRA, Mayaguez, P. R., WSSJ, San Juan, and NEW, Puerto Rico Adv. Co., Arecibo, set WPRA renewal applic. for hearing; reconsidered and set for hearing applic. to construct WSSJ and set for hearing applic. CP for Arecibo; WABI, Bangor, and NEW, William H. Rines, Portland, Me., denied petition for reconsideration and hearing of WABI, and petition for hearing or rehearing of William H. Rines re grant of CP to WGAN to change to 560 kc 5 kw directional N and increase to unl., which was granted without hearing 7-16-40, and ordered that WABI applic. change to 560 kc 1 kw and Rines applic. CP 560 kc 1-5 kw directional be set for hearing and further hearing respectively.

OCTOBER 25

WMCA, New York—Granted CP move old trans.

WCBI, Columbus, Miss.—Granted mod. CP change trans., granted license new station.

WMBS, Uniontown, Pa., granted mod. CP change to 590 kc 1 kw re directional antenna, new trans.

WMJM, Cordele, Ga.—Granted license new station 1500 kc 100-250 w unl.

KERN, Bakersfield, Cal.—Granted license change to 1380 kc 1 kw.

WSLS, Roanoke, Va.—Granted license 1500 kc 250 w unl.

KTSM, El Paso—Granted license for CP increase power etc.

KHAS, Hastings, Neb.—Granted license new station 1200 kc 250 w unl.

NEW, Harbenito Bcstg. Co., Harlingen, Tex.—Granted motion to amend applic. CP 1420 kc 250 w unl., re corporate structure, and cancelled hearing set for 12-16-40.

OCTOBER 29

KDFN, Casper, Wyo.—Granted CP increase to 1 kw, change trans.

WALA, Mobile, Ala.—Granted CP increase to 5 kw N & D, new trans., directional N.

WNBC, New Britain, Conn.—Granted CP increase D to 5 kw directional.

KWFC, Hot Springs, Ark—Granted mod. license increase N to 250 w.

WKBO, Harrisburg, Pa.—Granted mod. license increase N to 250 w.

KRSC, Seattle—Granted transfer of control to Palmer K. Leberman.

NEW, Brown County Bcstg. Co., Brownwood, Tex.—Granted CP 1350 kc 500 w unl.

NEW, Walczak Lab., Springfield, Mass.—Granted voluntary dismissal applic. CP experimental television station.

NEW, Capital Bcstg. Co., Washington, D. C.—Granted CP 1420 kc 250 w unl., 100 w synchronized amplifier.

NEW, Maryland Bcstg. Co., Baltimore—Granted CP 1200 kc 250 w unl.

KVWC, Vernon, Tex.—Granted voluntary assignment license to Northwestern Bcstg. Co.

NEW, Nueces Bcstg. Co., Corpus Christi, Tex.—Granted CP 1500 kc 250 w unl.

KXYZ, Houston—Granted auth. transfer control to Tilford Jones.

WIBC, Indianapolis — Granted CP increase hours to unl., move trans., directional.

NEW, Journal Co., Milwaukee—Granted CP 66-72 mc No. 3, 1 kw.

KOIL, Omaha—Granted CP increase to 5 kw directional N.

WHIO, Dayton — Granted CP change trans., antenna, increase N to 5 kw.

WNBX, Keene, N. H.—Granted mod. CP change antenna, new trans., increase to 5 kw.

SET FOR HEARING—NEW, Wm. D. Hudson, Violet Hutton Hudson, Clarksville, Tenn., CP 1370 kc 250 w unl.; NEW Paducah Bcstg. Co., Clarksville, Tenn., CP 1370 kc 250 w unl.; NEW, Radio Corp. of Annapolis, Annapolis, Md., CP 1310 kc 100 w unl., asks WINX facilities.

OCTOBER 30

MISCELLANEOUS—WRCA, New York, temporary extension use added 35 kw 9670 kc to 12-1-40; KSUB, Cedar City, Utah, license extended to 3-29-41; KFYO, Lubbock, Tex., denied rehearing action 9-4-40 granting WING CP increase power etc.; WSSJ, San Juan, P. R., denied motion strike from files applic. Caribbean Bcstg. Assn. and cancel hearing set for 12-4-40; WHJB, Greensburg, Pa., denied reconsideration and grant without hearing applic. CP increase to 1 kw unl.; WMBR, Jacksonville, Fla., dismissed petition for rehearing re applic. WJHP, Jacksonville.

Applications . . .

OCTOBER 15

WMBS, Uniontown, Pa.—Mod. CP new trans and directional antenna, change to 590 kc 1 kw, asking authority to change antenna, install new trans.

WBIR, Knoxville, Tenn.—Mod. CP to increase to 250 w.

KYOS, Merced, Cal.—CP new trans., change to 1340 kc 500 w-1 kw unl., amended to 1 kw unl., directional and omit request for contingency on KOY going to another freq.

OCTOBER 16

WWNY, Watertown, N. Y.—Mod. CP new station for new trans.

NEW, Western Mass. Bcstg. Co., Pittsfield, Mass.—CP 1500 kc (1490 under treaty), 100 w unl.

WORL, Boston—Mod. license to 1 kw.

NEW, Findlay Radio Co., Findlay, O.—CP 1500 kc 250 w unl. IV, amended to 1420 kc.

OCTOBER 19

WGR, Buffalo—CP move trans., increase power etc., amended to change antenna and omit request for power increase.

NEW, Frequency Bcstg. Corp., Brooklyn—CP 620 kc 500 w D; CP 43.7 mc FM 14,400 sq. miles.

NEW, Triple-Cities Bcstg. Co., Binghamton, N. Y.—CP 1420 kc 250 w unl.

WQXR, New York—Mod. CP as mod., for increase power etc., asking further changes in equip., directional N & D, increase to 10 kw, change to 1560 kc I-B.

NEW, Martin Anderson, Macon, Ga.—CP 1370 kc 250 w unl.

WALB, Albany, Ga.—Mod. CP new station to change 1230 to 1530 kc (1590 under treaty), change to 1 kw unl., directional N.

OCTOBER 22

WMCA, New York—CP reinstatement CP new trans., increase power etc.

WCRC, Brentwood, N. Y.—Mod. CP international station re antenna, add 9650 kc, unl. on 21,520 kc, Sh.-WCBX on 9650 kc.

WCBX, Wayne, N. J.—Mod. CP move trans., increase power, re antenna, change to Sh.-WLWO, WCAB, on 15,270 kc to Sh.-WCAB.

WRNL, Richmond, Va.—CP new trans., change antenna, increase to 5 kw.

NEW, Tropical Bcstg. Co., Deland, Fla.—CP 1310 kc 250 w unl. (1340 kc under treaty).

OCTOBER 25

NEW, Central N. Y. Bcstg. Corp., Onondaga—CP 46.3 mc 8,300 sq. miles.

WMBC, Detroit—Mod. license change corporate name to John L. Booth Bcstg. Inc.

NEW, Ashland Bcstg. Co., Ashland, Ky.—CP 43.3 mc 5,119 sq. miles, amended to 46.1 mc.

WBNS, Columbus—CP 43.1 mc 12,400 sq. miles, amended to 44.5 mc.

NEW, American Bcstg. Corp. of Ky., Lexington—CP 44.1 mc 7,290 sq. miles, amended to 45.1 mc.

WSGN, Birmingham—CP change to 610 kc 1 kw new trans., directional N, move trans.

NEW, Amarillo Bcstg. Corp., Amarillo, Tex.—CP 45.1 mc 6.503 sq. miles.

KIRO, Seattle—Mod. CP new trans., directional, increase power etc., asking increase to 50 kw, new trans., change directional antenna.

OCTOBER 29

WBZ, Boston—CP reinstate CP as mod. new trans., directional antenna, move trans.

NEW, Metropolitan Television Inc., New York—CP 102-108 mc 1 kw A3, A5, amended to 162-168 mc 250 w.

NEW, Yankee Network, Boston—CP 44.3 mc 19,230 sq. miles.

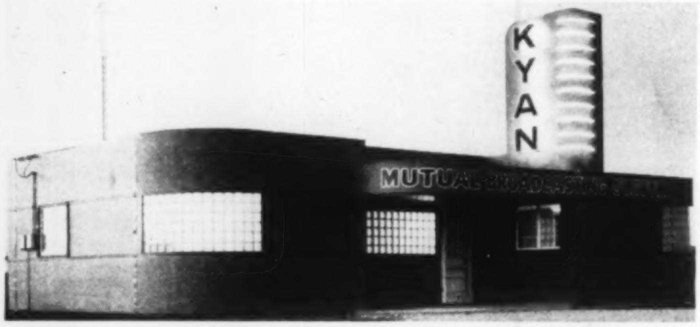
NEW, Natchez Bcstg. Co., Natchez, Miss.—CP 1500 kc 250 w unl. IV.

WCLS, Joliet, Ill.—Auth. transfer control to Walter Ashe.

KCMO, Kansas City—CP increase N to 5 kw, change directional antenna N, Class III-A.

NEW, Zenith Radio Corp., Chicago—CP 43.5 mc 10,760 sq. miles, amended re trans., studio, change to 45 1 mc.

KJR, Seattle—CP increase to 10 kw direction N & D I-B, amended re trans., directional antenna N only, increase to 50 kw, move trans.



TAKING THE AIR for the first time Oct. 21, KYAN, new MBS outlet in Cheyenne, Wyo., put into service this new studio-transmitter plant. The 250-watt fulltime outlet operates on 1370 kc. and is RCA-equipped throughout, with a Wincharger antenna tower. KYAN is Cheyenne's first station and the State's only network affiliate.

Electro - Medical Session Called Nov. 29 by Jett

TO FACILITATE allotment of particular frequencies for exclusive use of electro-medical apparatus and thereby minimize interference caused by these miniature transmitters to radio transmission and reception, the FCC Oct. 29 announced a call for an informal engineering conference in Washington Nov. 29. The conference will be presided over by Chief Engineer E. K. Jett, a student of diathermy development.

The FCC said it recognized the importance of electro-medical apparatus in medical treatment and did not wish to curb this development in any way. Through cooperation of interested individuals and groups, it was announced it hopes to adjust the technical problems in connection with operation of high-frequency electro-medical equipment.

Herb Hollister Leaves As Manager of KFBI; Pyle Named Successor

RESIGNATION of Herb Hollister as vice-president and general manager of KFBI, Wichita, to enable him to devote his full time to KANS, Wichita, of which he is president, and to other radio interests, was announced Oct. 22. Simultaneously, K. W. Pyle, assistant general manager and technical director of the station, took over duties of general manager of KFBI.

Mr. Hollister

Mr. Pyle

Mr. Hollister, one of radio's best known figures, declared he proposed to devote fulltime to KANS, of which he is half-owner and president, as well as KMMJ, Grand Island, Neb., of which he is part owner. He also has in mind expansion of his radio operations in other fields, probably together with Don Searle, general manager of Central States Broadcasting System (KOIL, KFAB, KFOR), his associate at KANS and KMMJ.

Mr. Pyle was manager of KFBI at its former location at Abilene, Kan. When Mr. Hollister took over the vice-presidency and general management of KFBI on Jan. 1, 1940, Mr. Pyle became his chief assistant as well as technical director.

Jack Todd, general manager of KANS, will continue in that capacity.

H. K. Lindsley, president of KFBI, commended Mr. Hollister for his "splendid work" in getting KFBI started in Wichita, and said he accepted his resignation "with great reluctance".

Spots for Tootsie Rolls

SWEETS Co. of America, New York, is planning the largest spot campaign in its history in the interests of Tootsie Rolls to run this fall and winter. Biow Co., New York, agency in charge, has released no details of the campaign.

Crystal Specialists Since 1925
ATTENTION
BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION
We are at your service to—
1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted . . $30.00
LOW DRIFT - APPROVED BY FCC
Scientific RADIO SERVICE
124 Jackson Ave.
University Park, Md.

LATE *Personal* NOTES

GEORGE ALLEN, of the sales promotion department of WOR, Newark, has been promoted to take over Horatio Locke's position in the department. Locke has left the station to open his own office. Samuel M. Bicknell, for the last two years in the sales promotion division of Crowell-Collier Publishing Co., also has joined the WOR staff.

EMMONS C. CARLSON, sales promotion manager of the NBC Central Division, has announced the transfer of Gerald A. Vernon from the circulation department in the NBC Eastern Division to the sales promotion department of the Central Division. Vernon, formerly assistant to Jack Green, New York, will have charge of circulation, coverage and statistical data. Born at Unsankinko, Korea, Vernon is a graduate of Colgate U. He joined NBC after his graduation in 1937.

KENNETH L. GORDON, since 1936 Midwest manager of West, Holliday Co., Chicago, newspaper representative firm, and for 11 years previous to that associated with that company, on Nov. 1 was appointed general manager of KDTH, new 1000-watt local owned by the *Dubuque (Ia.) Telegraph-Herald*, Dubuque, Ia. The station, now under construction, is expected to go on the air in the near future. A native of Chicago, Mr. Gordon attended Northwestern U after which he joined Erwin, Wasey & Co., Chicago, and later Charles Daniel Frey Co.

CLAYTON WALTER, for the last 10 years copy chief of Buchen Co., Chicago, and previous to that copy writer of McJunkin Adv. Co., has been appointed copy chief and account executive of Frank R. Steel Associates, Chicago. He will handle the *Capper's Farmer* and Mutual Trust Life Ins. Co., accounts.

THEODORE F. ALLEN, formerly with NBC and manager of WQDM, St. Albans, Vt., has been named manager of the new WFCI, Pawtucket, R. I.

ROSALIND KHARFEN, formerly of WIP, Philadelphia, has joined the continuity department of WWSW, Pittsburgh. Ray Schneider, WWSW announcer, is the father of a boy born Oct. 27.

CLIFFORD LIEN, engineer of KSCJ, Sioux City, Ia., has been called for duty in the Naval Communication Reserve at Great Lakes, Ill.

L. R. DICK, formerly of A. C. Nielsen Co., in New York and Chicago, has joined National Radio Records as sales manager.

CARL SWANSON, of J. Walter Thompson Co., New York, Lux account representative for Canada, is the father of a girl born Oct. 29.

CHET LONG, formerly of WEEU, Reading, Pa., has joined the continuity department of WIRE, Indianapolis.

Staff Additions at WBRW

COMPLETING its second month of service, WBRW, Welch, W. Va., Oct. 28 announced several new staff appointments. William Bane, Bluefield, W. Va., and David L. Fann, Tennile, Ga., have joined the sales department. The production department additions include Joseph Herget, formerly with West Virginia Network, program manager; Ken Givens, formerly of WLPM, Suffolk, Va., special events and sports; Harold Haught, formerly with WPAR, Parkersburg, announcer-writer. Engineers include George Yazell and Thomas Phillips, formerly with WBTH, Williamson, W. Va.; Barttell Bibby, Capitol Radio Engineering Institute, Washington, and Thomas Batson, RCA Institutes, New York. Appointments were made by Harold McWhorter, general manager.

DEL SHARBUTT has signed a contract with Campbell Soup Co. to act as exclusive announcer for the company, except for the *Musical Americana* program, which he is currently handling for Westinghouse on NBC and will continue to announce until his present 13-week contract expires. Mr. Sharbutt announces Campbell's *Martha Webster* program, and under the new contract will announce the company's *Lanny Ross* show as well as the new program Campbell is now lining up on CBS for Fridays 9:30-10 p.m. Mr. Sharbutt also will work with the copy department of Ward Wheelock Co., Philadelphia, Campbell agency, in planning new types of commercial announcements.

HENRY SOUVAINE, president of the New York talent booking agency Henry Souvaine Inc., and former radio director of Cecil & Presbrey, New York, has been engaged by Buchanan & Co., New York, the agency handling the Metropolitan Opera broadcasts on NBC for the Texas Co., to supervise and coordinate for agency and sponsor the various activities pertaining to the broadcasting of the operas.

SEYMOUR MORRIS, formerly an account executive of Benton & Bowles, New York, has joined Compton Adv., New York, in a similar capacity.

HAL DAVIS, formerly in charge of publicity for Columbia Recording Corp., Bridgeport, Conn., and New York, and Leslie Lieber, free-lance publicity agent, on Nov. 1 will take over the radio talent and band accounts formerly handled by Jack Banner, now publicity director of WNEW, New York. Mr. Davis and Mr. Lieber will be located in Mr. Banner's former offices at 17 E. 49th St., New York, with telephone Plaza 3-3269.

JOSEPHINE MARLOW, for several years secretary to Henry P. Johnston, general manager of WSGN, Birmingham, has been named traffic manager of the station. Bill Borthwick, formerly of WWRL, New York, has joined the WSGN announcing staff, replacing Jud Collins, who resigned to join WSM, Nashville. Tom Severin, WSGN announcer, has been named music librarian of the station.

ROBERT WASDON, sales manager of WLPM, Suffolk, Va., has resigned as of Nov. 9 to join the sales department of WBIG, Greensboro, N. C.

JOHN C. CROPLEY has joined the announcing staff of WLVA, Lynchburg, Va. Previously he was a supervisor of operations at the New York World's Fair and before that sales manager, Southern division, Merchants Ad Service and for several years associated with E. A. Pierce & Co., Wall Street brokers.

JULIAN BENTLEY, news editor of WLS, Chicago, has joined a volunteer battalion made up of Chicago business and professional men to study at first hand Army regulations, infantry maneuvers and drills. He has found the course a great help in editing and writing war news.

WOL
WASHINGTON, D. C.
1,000 Watts
DAY & NIGHT
Affiliated With the Mutual Broadcasting System
1230 KC.

W. T. Bush Appointed As Manager of WPRO

PROMOTION of William T. Bush, for several years commercial manager of WPRO, Providence, to the post of station manager, was announced Oct. 17 by William S. Cherry Jr., president of the Cherry & Webb Broadcasting Co. Hervi Carter, until recently a member of the sales division of the Yankee Network, was named commercial manager.

Mr. Bush

Mr. Bush succeeds Stephen P. Willis, who resigned several months ago to join WJNO, West Palm Beach, as general manager. Mr. Cherry continues his executive direction of the station, as well as of the department stores in the Cherry & Webb New England chain.

Harold H. Kelly

HAROLD H. KELLY, 56, transmitter engineer of WSB, Atlanta, died of a heart attack Oct. 25 while at work. WSB was off the air 40 minutes after Engineer Andy Bellinger had waited in the WSB control room for the 5:30 a.m. go-ahead signal. When it failed to come and a telephone call to the transmitter failed to get an answer, Bellinger called A. W. Shropshire, chief transmitter engineer, who lives near the transmitter. Shropshire found Kelly slumped on the control desk. He had made a 5:15 entry on the log.

Where
BROADCASTERS
MEET
THE MAYFLOWER
in the
CAPITAL

DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

Television Tests Revived by NBC

New Equipment Is Tried Out; Special Election Coverage

WITH a film telecast Oct. 27, NBC's television station, W2XBS, New York, returned to the air for a test series. Station had operated on a regular schedule from May 1, 1939, until the end of July of this year when it went off the air to permit NBC engineers to change the station to the new band assigned by the FCC.

Designed primarily to test the new equipment and circuits, the telecasts will be presented on "a necessarily irregular schedule", Alfred H. Morton, NBC vice-president in charge of television, explained. "As we try out each of the different pieces of equipment, time will be required to coordinate them with other parts of the complete system. We will, however, let the televiewer know at the conclusion of each test just when the transmitter will be on the air again and what the nature of the pickup will be."

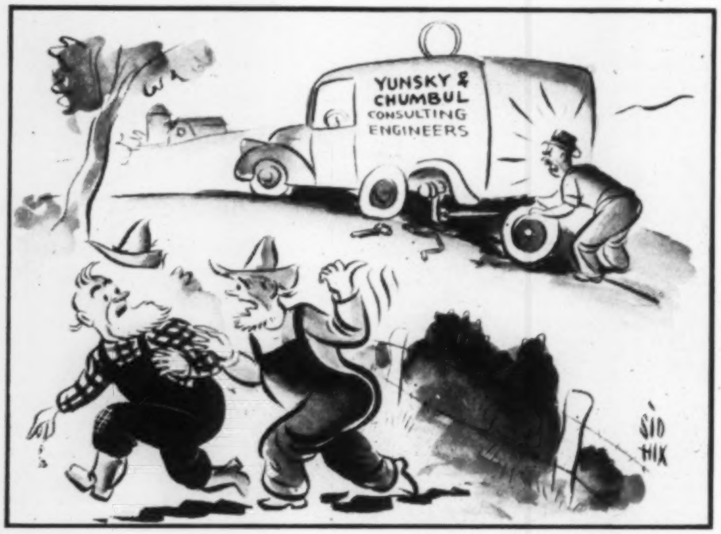
Election Coverage

Most important telecasts scheduled were the pickups of the political rallies at Madison Square Garden in New York during the final week of the Presidential campaign, with President Franklin D. Roosevelt making the main address of the Democratic rally Oct. 28 and with Wendell L. Willkie, Republican candidate, speaking at his party's rally Nov. 2, and a program on the evening of Nov. 5, election day, in which charts and maps will be utilized to give a visual picture of the standing of the candidates as the returns come in. One of NBC's staff of commentators, probably Baukhage, will be assigned to television for the evening and others of the network's news analysts will talk to the television audience from time to time during the evening.

Contrary to expectation that when W2XBS returned to the air it would broadcast images with a definition of 507 lines, the test images are again telecast at 441 lines with transmission at 30 complete frames a second as formerly. It is understood that the change to 507 lines would necessitate changes in some makes of television receivers and that for this reason NBC decided to retain its former definition until after the final report of the National Television Standards Committee, which may recommend further changes. The committee, which is studying all phases of television standards, hopes to have its work completed and its recommendations ready for presentation to the FCC by Jan. 1, 1941.

KTHS Wins Tax Case

KTHS, Hot Springs, Ark., operated by the local chamber of commerce, early in October was awarded an injunction restraining the City of Hot Springs from collecting an occupation tax from the station. In handing down the decision, Chancellor Sam Garratt ruled that the radio station was a nonprofit organization operated by a civic body, and that collection of the tax also would interfere with interstate commerce. The ruling resulted from a suit filed by C. T. Cotham, attorney for the station, to test a recently enacted city ordinance which provided for the taxing of radio stations. It was indicated the suit would be carried to the State supreme court.



Drawn for BROADCASTING by Sid Hix

"Call the Government Quick . . . That Must Be One of Them Fifth Columners With a Radio Sender."

Defense Board to Designate Committees for Special Work

ANXIOUS to perfect its plans with greatest possible speed, the Defense Communications Board plans shortly to complete its organization with the appointment of possibly a dozen committees representing both Government and industry.

Pursuing a strict course of planning, the board has completed virtually all of its preliminary work and already has tentatively approved the framework of the advisory committee structure. Within the next week or so it is expected the board will invite industry groups, along trade association lines, to nominate compact advisory units subject to its approval. The President's executive order of last Sept. 24 creating the war planning agency, specified that it should name the advisory groups.

Picking the Members

The precise makeup of the broadcasting industry unit will depend upon final action of the five-man board, comprising high-ranking Government officials. More than likely, it is expected, a Government official will be named on each committee as the liaison officer, to impart the scope of the work. Because internal communications, which embrace broadcasting, are entrusted to the Army during a national emergency, it is expected the broadcasting committee liaison officer will be an Army man.

Apparently the Defense Board is thinking along trade association lines in designating these important committees. Presumably both NAB and NIB will be called upon to nominate candidates for the broadcasting committee. Due to the high degree of coordinative activities which will be entailed, it is logical to assume that various committees will work jointly on certain problems. For example, framing of an emergency network of broadcast stations entails coordination of telephone long lines.

Government committees as well as industry groups will be named. Engineers representing the various Government agencies identified with radio already have met with the board at its recent sessions. Meetings were held Oct. 22, 25 and 28 to lay the pattern for the designation of both Government and industry committees. As customary in Government procedure, a law committee probably will be named to draft the war plans for consideration and approval of the President.

Advisory Capacity

Industry committees, following the practice of the State Department in preparing for international communications conferences, will work purely in an advisory capacity. All meeting expenses and drafts will be borne by industries cooperating with the board. The DCB has no funds of its own but is defraying its limited overhead with funds available to the various Government agencies.

In addition to a standard broadcasting committee, it is expected another group will be named for international broadcasting. Since external communications are designated to the Navy in time of national emergency, undoubtedly a naval communications officer will be detailed as this committee's Government liaison. The DCB meets again Nov. 4, presumably to finish its committee planning work. FCC and DCB Chairman James Lawrence Fly emphasized that giving committee status to various studies and problems does not necessarily indicate that these situations are immediately important or that one is more important than the other.

Members of the committee, in addition to Chairman Fly, are Maj. Gen. Joseph O. Mauborgne, Army Chief Signal Officer; Rear Admiral Leigh Noyes, director of Naval Communications; Assistant Secretary of State Breckinridge Long, and Assistnat Secretary of the Treasury Herbert E. Gaston.

Trade Area Map Dropped by NAB

ALL-FRONT operations of NAB during the ensuing year were discussed at a meeting of the executive committee in Washington Oct. 25. A meeting of the full NAB board of 26 directors—the first to be called since the convention in San Francisco last August— is tentatively scheduled for Dec. 2-3 in New York.

The executive committee, flanked by network observers, held an all-day session. A resolution tendering the services of Edward M. Kirby, NAB public relations director, to the Army on a dollar-a-year basis, to create a radio section in that military branch, was adopted unanimously by the committee. Mr. Kirby would serve as long as the Army desired [See page 15].

FM Map Vetoed

A proposal that the NAB undertake development of a trade area map, to be utilized by the FCC in devising FM allocations, was voted down by the executive committee. It was held that conflicting viewpoints of NAB members, some of whom do not agree with the FCC economic theory of FM allocation, would mitigate against such a project as a NAB venture. It is estimated that approximately $5,000 would be required to develop the map.

NAB President Neville Miller discussed with the board plans for district meetings during the ensuing year. Along with other staff members of the NAB, he probably will attend meetings in the 17 NAB districts.

The executive committee appraised the status of the music copyright situation and concluded that Broadcast Music Inc. was progressing satisfactorily. A number of subcommittees of the board probably will be created from time to time by President Miller to undertake specific studies on a committee basis.

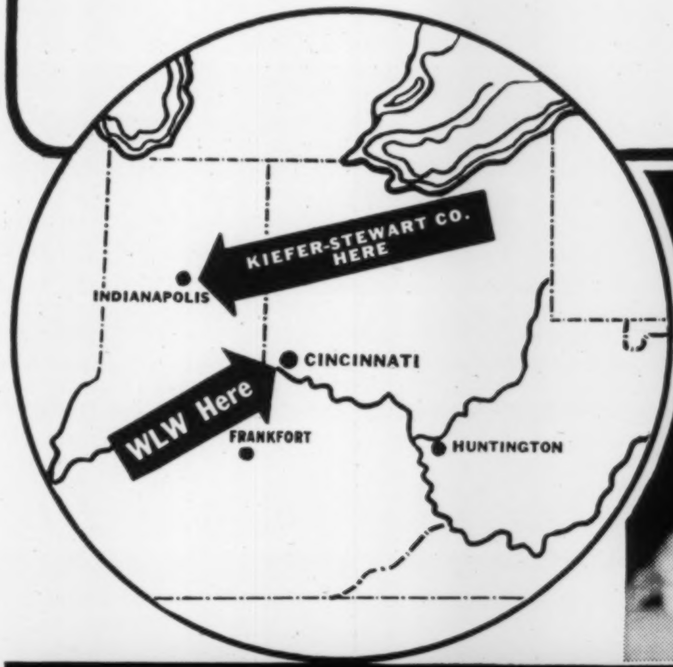
The executive committee authorized representation of NAB on the National Television System Committee, being directed under auspices of the Radio Manufacturers Assn. to devise standards for commercial television. John V. L. Hogan, chairman of the NAB engineering committee and an ex-officio member of the television group, has been designated as NAB representative, with Lynne M. Smeby, NAB engineering director, as his alternate.

Members of the executive committee present at the session were President Miller; Herb Hollister, KANS, Wichita; Don Searle, KOIL-KFAB, Omaha-Lincoln; Edwin W. Craig, WSM, Nashville; Paul W. Morency, WTIC, Hartford, and John Elmer, WCBM, Baltimore. John A. Kennedy, WCHS, Charleston, was absent. Also present as network representatives were F. M. Russell, NBC Washington vice-president; Harry C. Butcher, CBS Washington vice-president; Fred Weber, Mutual general manager; William B. Dolph, WOL-MBS, Washington.

"WLW's powerful advertising is doing a most effective job for us throughout the large territory which is covered by our salesmen. Due to the widespread consumer-preference for WLW-advertised brands, we pay particular attention to products that are going to be advertised over WLW."

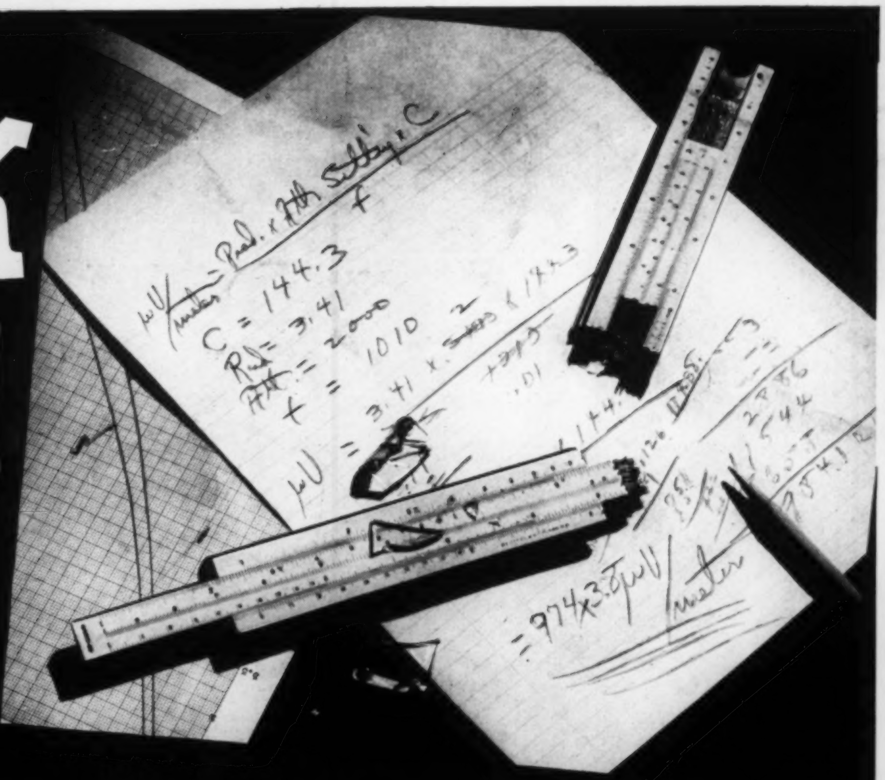
Signed: G. B. Moxley, President
Kiefer-Stewart Company
Indianapolis, Ind.

Kiefer-Stewart travel 49 wholesale drug salesmen covering all of Indiana, a good part of Illinois and northwestern Ohio and part of Michigan.


KIEFER-STEWART CO. HERE
INDIANAPOLIS
CINCINNATI
WLW Here
FRANKFORT
HUNTINGTON

REPRESENTATIVES: NEW YORK—Transamerican Broadcasting & Television Corp., CHICAGO—WLW, 230 North Michigan Ave., SAN FRANCISCO—International Radio Sales

BREAK IT UP!



...NO MORE CALCULATIONS on Field-Intensity Surveys with this

New RCA Direct-Reading Field Intensity Meter

FIELD intensity measurements are important to every station . . . to check coverage, service area, antenna efficiency. But old-style field-intensity measuring *methods*—methods that mean calculations for each of the hundreds of individual survey points—are time-wasting and costly.

Here's the RCA answer: the new model 308-A *direct-reading* Portable Field Intensity Meter. Quick and simple to use, the 308-A is *more* accurate than old methods...yet gives field intensities *without* calculations by direct-readings from the attenuator scale, in a few *seconds!*

Three easily interchangeable shielded loops cover 6 bands—from 120 kc. to 18,000 kc. Wide intensity range, from 20 microvolts to 10 volts per meter, permits measurements within a stone's throw of the antenna itself—or out where the signal lies barely above the noise-level.

Write for complete data and descriptive literature on this time-saving, cost-saving new RCA instrument—or ask your technical staff to investigate.

★

Use RCA Radio Tubes in your station for finer performance

- ★ **Quick and Accurate—No Calculations**
- ★ **Light Weight—Portable—Convenient**
- ★ **Wide Frequency Range: 120 to 18,000 kc.**
- ★ **20 Microvolts to 10 Volts per Meter**

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